

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

spon'sor (spŏn'sēr)

n. [L., fr. *spondere*, *sponsum*,

to engage oneself, promise.] 1. A person, business firm or other organization that finances a TV program in return for advertisement of a product. 2. An advertiser who wishes to reach the GET AGE audience. See ABC Television, *et seq.* 3. *Commonly*, one who strives to place his commercial message in the best competitive position with regard to program, time slot and cost. — Syn. Any of the following list of ABC-TV's advertisers:

AMANA REFRIGERATION, INC. · AMERICAN CHICLE CO. · AMERICAN HOME PRODUCTS CORP. (WHITEHALL LABORATORIES, INC.) · AMERICAN MACHINE & FOUNDRY CO. (PINSPOTTERS, INC.) · BEECH-NUT LIFE SAVERS, INC. · BRISTOL-MYERS CO. · BROWN & WILLIAMSON TOBACCO CORP. · CAMPBELL SOUP CO. · CARTER PRODUCTS, INC. · CHRYLSER CORP. (DODGE DIV., PLYMOUTH DIV.) · CORN PRODUCTS CO. (BEST FOODS DIV.) · THE CRACKER JACK CO. · THE DRACKETT CO. · EASTCO, INC. · EASTMAN KODAK CO. · FIRESTONE TIRE & RUBBER CO. · GENERAL ELECTRIC CO. · GENERAL FOODS CORP. · GENERAL MILLS, INC. · GENERAL MOTORS CORP. (AC SPARK PLUG, CHEVROLET, OLDSMOBILE DIVISIONS) · THE GILLETTE CO. (TONI CO.) · GOLD SEAL CO. · THE B. F. GOODRICH CO. (FOOTWEAR AND FLOORING DIVISIONS) · HARTZ MOUNTAIN PRODUCTS · HILLS BROS. COFFEE, INC. · JOHNSON & JOHNSON KAISER INDUSTRIES CORP. · KELLOGG CO. · P. LORILLARD CO. · LUDEN'S, INC. · MANHATTAN SHIRT CO. · MARS, INC. · MATTEL, INC. · THE MENNEN CO. · MILES LABORATORIES, INC. · MILLER BREWING CO. · MINNESOTA MINING & MFG. CO. · NATIONAL BISCUIT CO. · THE NESTLE CO., INC. · PROCTER & GAMBLE CO. · THE QUAKER OATS CO. · RALSTON-PURINA CO. · REYNOLDS METALS CO. · R. J. REYNOLDS TOBACCO CO. · HAROLD F. RITCHIE, INC. · SEVEN-UP CO. · SHULTON, INC. · SMITH BROS. · SWEETS CO. OF AMERICA, INC. · SYLVANIA ELECTRIC PRODUCTS, INC. · UNION CARBIDE CORP. (NATIONAL CARBON CO.) · VICK CHEMICAL CO. · THE WELCH GRAPE JUICE CO., INC. · WILLIAMSON-DICKIE MFG. CO.

spon'ta·ne'i·ty (spŏn'ta·nē'ĩ·tĩ) *n.*

1. The quality of acting from an inner energy; always implies the power of choice. 2. *Specifically*, that which characterizes the way advertisers move to

ABC TELEVISION

RADIO PEPS UP ITS NEWS LEADERSHIP

The local radio station is becoming the nation's No. 1 reporter on local news. 'Copters, mobile units, speedboats build ratings, audience loyalty and prestige, and attract big buyers

Page 29

Radio/tv boost North Agency to top in three years

Page 32

Trendex moves into 50 new markets

Third of a
SPONSOR series

Page 36

How tv whipped the sales potato for French's

Page 38



Territorial Governor of Alaska, Mike Stepovich, on the left, shown here accepting a film of Iowa's Governor Loveless welcoming Alaska to the Union. Presenting the film

is Dick Compton, KVTv newsman, who was on hand, to record personally, this history-making event of Alaska's becoming the 49th state for KVTv viewers.

WHEN THE BIG NEWS WAS ALASKA A KVTv NEWSMAN WAS THERE

Dick Compton's trip to Alaska is typical of the traveling KVTv newsmen do to record and film news as it happens. A team covered the "Peaceful Uses of Atomic Energy" conference in Geneva, Switzerland. Daily films were rushed back for use on KVTv. Channel 9 viewers saw last minute films of the Lebanon crisis. KVTv was in Beirut when the news was made. Another team will cover South American news next February.

Why this on-the-spot coverage of news? KVTv believes it has a responsibility to

the people it serves. A duty to keep them intelligently informed on domestic and world affairs. This is best done by sending men to report and interpret the news as it happens, when it happens.

What does all this mean to you? People in the Sioux City area have come to depend on KVTv as the station with the important things first. That's why KVTv is the most watched station in Sioux City —why KVTv is your best buy in Sioux City.



Bob Billman, left, and Charles Powell, right, along with Dick Compton, pictured above, comprise the KVTv news team. These are the men who bring to KVTv viewers the latest reports and films of the local, national and world news wherever it is happening.



KVTv

CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



PEOPLES BROADCASTING CORPORATION

WGAR, Cleveland, Ohio
WRFD, Worthington, Ohio
WTTM, Trenton, New Jersey
WMMN, Fairmont, West Virginia
WNAX, Yonkton, South Dakota
KVTv, Sioux City, Iowa

Serving
more
Advertisers

than
any other
Indiana*
TV STATION

**WTHI-TV
Ch.**



CBS

ABC

NBC

(251,970 TV HOMES)

TERRE HAUTE, INDIANA

**Except, of course, Indianapolis*

BOLLING CO., NEW YORK CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

- Radio news gears itself to jet age**
- 29** Today, the radio station has taken over the newspaper's job of reporting local news. Here's what this significant trend means to media field
- North agency builds fast with radio/tv**
- 32** Chicago agency, starting only three years ago, is already billing over \$11 million. Marketing, research both play big role in its operation
- The big stereo broadcast boom is here**
- 35** Lawrence Welk on ABC TV/AM and George Gobel on NBC TV/AM kick off first regular network programing in stereo sound. Here's outlook
- Trendex to add city reports**
- 36** New service will cover 50 markets on a regularly reporting for first time a market-by-market brand share index for 20 product categories
- Tv makes French's the "grocery product of the year"**
- 38** French's broke consumer advertising for its Instant Mashed Potato last year exclusively on television. Results: an over-all sales gain of 250%
- How do you rate on SQ-1?**
- 39** Here's a bright new SPONSOR quiz on industry abbreviations. Everyone knows what BBDO stands for. But can you identify these 30 other?
- Tea spots run one-two in radio vote**
- 40** 2000 air media execs give first place to National Tea Council radio commercials prepared by Leo Burnett, second to Ogilvy's Tetley campaign
- Radioactive weather**
- 42** The wild effects of radio on weather and vice versa, as Seattle disk jockeys pray for rain and New York radio airs report on fake blizzard
- Karl's shoes sells minority markets with spot radio**
- 42** For the past 18 months this West Coast shoe chain has beamed its sales story to 'markets within markets.' Management says it's well pleased
- SPONSOR ASKS: Can off-beat animated commercials really sell a mass market?**
- 44** With the increased use of animated commercials three experts discuss the question of whether the off-beat really sells a mass market

FEATURES

- | | |
|--------------------------------|-----------------------------------|
| 55 Film-Scope | 17 Sponsor-Scope |
| 22 49th and Madison | 70 Sponsor Speaks |
| 56 Marketing Week | 46 Spot Buys |
| 60 News & Idea Wrap-Up | 70 Ten-Second Spots |
| 6 Newsmaker of the Week | 8 Timebuyers at Work |
| 60 Picture Wrap-Up | 68 Tv and Radio Newsmakers |
| 58 Sponsor Hears | 48 Tv Results |
| 12 Sponsor Back-stage | 57 Washington Week |

Editor and Publisher

Norman R. Glenn

Secretary-Treasurer

Elaine Couper Glenn

VP-Assistant Publisher

Bernard Platt

EDITORIAL DEPARTMENT

Executive Editor

John E. McMillin

Managing Editor

Alvin W. Outcalt

News Editor

Ben Bodec

Special Projects Editor

Alfred J. Jaffe

Senior Editor

W. F. Miksch

Associate Editor

Russ Carpenter

Midwest Editor (Chicago)

Gwen Smart

Western Editor (Los Angeles)

Pete Rankin

Film Editor

Beth Drexler Brod

Assistant Editors

Jack Lindrup

Gloria Florowitz

Contributing Editor

Joe Csida

Art Editor

Maury Kurtz

Production Editor

Florence B. Hamsher

Editorial Assistant

Vikki Viskniski

ADVERTISING DEPARTMENT

Sales Manager

James H. Fuller

VP-Western Manager

Edwin D. Cooper

Southern Manager

Herb Martin

Midwest Manager

Roy Meachum

Production Manager

Jane E. Perry

Sandra Lee Oncay, Asst.

Administrative Staff

Dorris Bowers

George Becker

Laura Datre

Laura Olsen

Jessie Ritter

Promotion & Research Dept.

Jane Pinkerton, mgr.

Sara Nicoll

Circulation Department

Seymour Weber

Emily Cutillo

Harry B. Fleischman

Member of Business Publications
Audit of Circulations Inc.



SPONSOR PUBLICATIONS INC.

combined with TV. Executive, Editorial, Circulation and Advertising Offices: 40 E. 49th St. (49th & Madison) New York 17, N. Y. Telephone: MUrray Hill 8-2772. Chicago Office: 612 N. Michigan Ave. Phone: SUPERior 7-9863 Birmingham Office: Town House, Birmingham Phone: FAirfax 4-6529. Los Angeles Office: 6087 Sunset Boulevard. Phone: HOLlywood 4-8089. Printing Office: 3110 Elm Ave., Baltimore 11, Md. Subscriptions: U.S. \$3 a year. Canada and foreign \$4. Single copies 20c. Printed in U.S.A. Address all correspondence to 40 E. 49th St., N. Y. 17, N. Y. MUrray Hill 8-2772. Published weekly by SPONSOR Publications Inc. Entered as 2nd class matter on 29 January 1948 at the Baltimore postoffice under the Act of 3 March 1879.

©1958 Sponsor Publications Inc.

MEET ME IN ST. LOOIE, LOOIE

AT THE
B.P.A.
SEMINAR

SALES PROMOTION * AUDIENCE
PROMOTION * MERCHANDISING *
PUBLICITY * PUBLIC RELATIONS *
COMPETITIVE MEDIA PROMOTION
* TRADE PAPER ADVERTISING

These are the top subjects to be studied in depth at third annual BPA Seminar, Chase Hotel, St. Louis, November 16 through 19. Most of the top broadcast promotion brains in the industry will be bustin' with ideas for stations big and small, in big markets and small towns, radio and TV.

If you've got a stake in broadcast promotion, you'll want to meet us at the Chase.

Full and partial registrations are available now. You can inquire at BPA Headquarters, 190 North State Street, Chicago, for information on individual sessions.

Mr. William E. Pierson
Broadcasters Promotion Assn., 190 N. State Street, Chicago 1, Illinois

Please reserve _____ places for me at the BPA Seminar at the Chase Hotel, St. Louis, Missouri, November 16 through 19. My check is enclosed for full registration—\$35.00

NAME _____

ADDRESS _____

CITY _____ STATE _____

I will make my own hotel reservation.

CLIP OUT AND MAIL





Better take to the air in Los Angeles...where KMPC, and only KMPC, puts its advertisers' messages into as much as 37% of all metropolitan radio homes in a single day...where KMPC is ahead, too, in the number of listeners reached in each radio home. / KMPC's clear edge over the competition owes nothing to teenage razzle dazzle. Instead, KMPC gives listeners such solid fare as the area's fastest, most versatile news service (3 mobile units and 24-hour monitoring of overseas radio stations), such sports features as the games of the

mighty Los Angeles Rams and Dodgers. / The advertiser wants thorough coverage of the sprawling Los Angeles market will make 50,000 watt KMPC his first choice. Give AM Radio Sales, a call and we'll show you exactly why

KMPC

GOLDEN WEST BROADCASTERS, LOS ANGELES



his ahead? In San Francisco the answer is as plain as can
 SFO leads every other station—morning, afternoon and
 ing...both weekdays and weekends. Besides, KSFO
 es more people per quarter hour in *each* listening home.
 facts beyond the decimal points are impressive, too.
 SFO gives its listeners *action*, not the synthetic excitement
 mmicks and give-aways but the sure impact of such
 ctions as live coverage of the games of pro-football's
 e and baseball's Giants, weather reports from the sta-
 own airplanes, traffic information from dozens of estab-

lished check points on the ground. / There's more to the story.
 But it all adds up to this: in the big Bay Area more and more
 people are paying *attention* to KSFO. If you sell something
 they should hear about, call us or AM Radio Sales.

KSFO

GOLDEN WEST BROADCASTERS, SAN FRANCISCO



"JAXIE"
ROLLS OUT THE
RED CARPET
TO WELCOME
Kellogg
TO WFGA-TV's
GROWING FAMILY OF
PRESTIGE ADVERTISERS
NBC-ABC

Represented Nationally by
 Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
 Jacksonville, Florida
FLORIDA'S
COLORFUL STATION

NEWSMAKER of the week

Last week, 250 key executives of one of the nation's leading advertising agencies—Benton & Bowles—gathered for a special two-day "Account Management Conference" at N. Y.'s Sheraton-Plaza Hotel, heard of sweeping changes being made in the advertising business "because our industry is as dynamic in terms of change as the guided missile industry."

The newsmaker: Robert E. Lusk, president of Benton & Bowles, who called the unusual (for the agency business) management session because as he said, "we must take stock of where we've been, where we are, and where we're going."

Obvious to all industry observers is that fact that B&B seems to be heading upward at a healthy rate. Lusk announced last week that the agency's billings will top \$100 million in 1958, an increase of \$8.9 million over last year.

Even more significant in terms of change, is the emergence of tv as the dominant factor in the agency's operation. Today more than 65% of B&B's billing is in air media, with tv getting by far the biggest chunk.

"It's a fact we kept stressing over and over again to all of people," said Lusk in a special SPONSOR interview. "Tv, and marketing with tv, are the two biggest factors in our operations, and we have to plan all our activities around them."

Sensitivity to changing conditions in the agency business has marked B&B planning during the past decade. With billings up 350% since 1948 the agency was the first to institute an "all-media" buying setup, and the first to change its creative department from print and broadcasting specialists to a copy group team operation for all media.

B&B also stresses air media programing facilities (a special film on this was shown at the management conference) and the agency is responsible for more tv programing for both P&G and General Foods than any other agency serving these giant clients.

Among important bits of news announced by Lusk to B&B executives last week was the purchase by the agency of a controlling interest in the London firm of Lamb and Robinson, a British agency with approximately \$6 million in billings, including the account of P&G's English subsidiary, Thomas Headley and Co. The new firm will be known as Lamb and Robinson-Benton & Bowles.

Main purpose of last week's conference, however, was to "show our people how to do a better job in servicing accounts." And, says Lusk, the most important things in the whole operation are know-how about marketing, and know-how about air media.



Robert E. Lusk

**NEED
INSUR-
ANCE?**



In the nation's insurance capital, cagey advertisers insure results with WHCT, solid-as-a-rock leader among Greater Hartford's television stations. WHCT has...

- ... largest share of audience, average sign-on to sign-off, throughout the broadcast week;
 - ... greatest number of quarter-hour wins, sign-on to sign-off, throughout the broadcast week;
 - ... highest-rated late evening news and weather show in the Hartford-New Britain market;
 - ... audience leadership in premium Class AA time... with more quarter-hour wins than all three competing stations in the market combined!
- SOURCE: LATEST HARTFORD ARB (4-WEEK STUDY)

Throughout prosperous Hartford-New Britain, where average yearly family income tops the \$8,000 mark (fourth highest in the United States), your best sales insurance is...

CBS OWNED • CHANNEL 18 WHCT IN HARTFORD, CONN. • REPRESENTED BY CBS TELEVISION SPOT SALES

BALTIMORE TV SUCCESS STORIES

Submitted by
MONTGOMERY WARD

It is indeed a pleasure to be able to pass on to the members of your fine staff our compliments and these of our client, MONTGOMERY WARD Retail Store, for the splendid contribution WMAR-TV made to the overall success of our CARNIVAL SALE DAYS promotion.

We are certain the use of a spot advertising campaign on your station deserves much of the credit for this successful venture.

As usual your technical staff must be thanked for their diligent and careful attention to Ward's promotion.

Ran
Sunpapers
AUG. 23

GREG WALTJEN
Exec. Vice President
James B. Rogers Associates,
Inc.

Submitted by
LEVER BROS., CO.

It is a pleasure to let your station know that Lever Brothers Company is very pleased with the wonderful cooperation we have received from WMAR-TV, Channel Two, in promoting our new Two, in promoting our new liquid cleanser, Handv Andv. Television, as you know, is one of the very important media presently being used by our company to promote the newest addition to the famous family of Lever products. By all present indications the consumer's acceptance of Handv Andv is rapidly gaining momentum.

WMAR-TV, Channel Two, has contributed much to the success of this campaign. I greatly appreciate the friendly cooperation on the part of the entire staff of WMAR-TV and look forward to continued pleasant associations in the future.

Ran
Sunpapers
AUG. 30

E. R. FATZINGER
District Sales Manager
WMAR-TV
Channel 2, Baltimore
Sunpapers' Television
"MARYLAND'S PIONEER
TELEVISION STATION"

TELEVISION AFFILIATE OF THE
COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.**
New York, Detroit, St. Louis, San Francisco,
Chicago, Atlanta, Dallas, Los Angeles

Timebuyers at work

Doris Gould, chief timebuyer, Product Services, Inc., New York, feels strongly about station representatives who don't send written confirmations to buyers *before* air time. Doris says, "Representatives lag behind with these important confirmations just when the margin of error is most likely to rise—when staffs are taxed with an increased volume of business due to heavy seasonal buying. The myriad transactions during fall and spring intensify the need to carefully check every detail of the written confirmations. Only then can mistakes be spotted in time for correction. One of our clients, Continental Floor Wax, for example, times its current saturation campaign to coincide with consumer demand for fall supplies. Every commercial aired reacts upon the client's sales curve. A commercial missed due to a slip at any level is costly." Doris points out that written confirmations clearly identify the guilty party in the case of error. "No buyer or representative can plead innocent in the face of facts—and the buyer who crawls out on a limb for a rep too often had better get hep to the law of survival."



Barbara Singer, Victor & Richards, Inc., New York, feels that "television, contrary to popular belief in the trade, is one of the best mediums for mail order accounts. (The agency handles direct order accounts, not 'per inquiry'.) Although it is generally believed that it's necessary to utilize newspaper and magazine advertising featuring coupons for a high percentage of return with mail order accounts, we at Victor & Richards have discovered that the tremendous visual impact of television equals print advertising's advantage." In mail order advertising, Barbara points out, it is necessary to presell the consumer on the product. So television's ability to demonstrate the merchandise and at the same time convey believability, produces a proportionately



high response. In addition, Barbara notes, television advertising is flexible, creates prestige, and offers high product identification. "Since we can measure results in mail order almost immediately after exposure," Barbara says, "we know the value of television better than most agencies and advertisers working in the medium."



KANSAS CITY ROYALTY—

The sort of prize-winning Herefords you meet at the American Royal Live Stock and Horse Show every fall in Kansas City.

KCMO-RADIO. BASIC CBS-RADIO.
810 kc. 50,000 watts.

Photo: American Hereford Association

shake hands with the West

It begins in Kansas City—home of the American Royal, citadel of jazz, gateway to the Great Plains. And if you want a typically warm Western welcome, we suggest you give your product or service a voice on KCMO-Radio.

For KCMO-Radio (with 50,000-watt coverage in parts of four states) serves all the community.

How? With intelligent CBS network programming, colorful locally-originated shows, award-winning news and public service broadcasts.

The stakes (and steaks) are big in more-than-a-million Kansas City.

Ask anyone who's met the West on KCMO-Radio.

KCMO-radio/

Kansas City, Missouri

Joe Hartenbower, General Manager
R. W. Evans, Commercial Manager

KANSAS CITY
SYRACUSE
PHOENIX
OMAHA
TULSA

KCMO
WHEN
KPHO
WOW
KRMG

KCMO-TV
WHEN-TV
KPHO-TV
WOW-TV

The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co.—Blair-TV
John Blair & Co.

Represented nationally by Katz Agency
Meredith Stations Are Affiliated with
BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

TH



MEL
HARRIS

This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc. Spot Television

MR. HAMMERHARDER

"Hit the line hard!" says Mr. Hammerharder — and he does! Day after day and night after night his Spot TV announcements drive through the middle of the big markets and bowl over his opposition in the smaller ones.

Then, his whole budget takes a rest between halves.

Mr. Hammerharder's advertising scores heavily, because Spot Television enables him to apply it with great power — and no waste.

Your PGW Colonel would like to send you "A Local Affair", a booklet that will show you how powerful Spot Television is on the local scene where your sales are made — or lost. Just write to PGW Spot Television, 250 Park Avenue, N. Y. C.

WEST

KBOI-TV	Boise	2	CBS
KBTB	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU KHBC-TV	Hawaii		
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle-Tacoma	7	CBS

MIDWEST

WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wis.	3	CBS
WCCO-TV	Minneapolis-St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS

SOUTHWEST

KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

EAST

WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WJIM-TV	Lansing	6	CBS
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	CBS
WROC-TV	Rochester	5	NBC

SOUTHEAST

WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WSVA-TV	Harrisonburg, Va.	3	ALL
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WDBJ-TV	Roanoke	7	CBS

 **PETERS, GRIFFIN, WOODWARD, INC.**
SPOT TELEVISION

Pioneer Station Representatives Since 1932

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO

Them that has, gets...



Advertisers on KTBS, Shreveport, have dominant audience, as shown by both Nielsen and ARB* ratings, plus award winning promotion.

Naturally, they get more for their advertising dollar

Ask the PETRY man for details on this dominant station in the billion dollar three-state market where your advertising dollar goes further.



NBC **SHREVEPORT,**
ABC **LOUISIANA**

E. Newton Wray Pres. & Gen. Mgr.

*May 1958 ARB Metro. Shreveport Survey

Sponsor backstage

A new show, a tarnished idol

The years play rough with us. Too often they corrode the shoes of those we place on pedestals and reveal the clay content of the feet. And too often what was in the idol's mind is eventually exposed as something less inspired than we first believed. In my youth, there wasn't one of us, trying to learn our way with a word who didn't read Ben Hecht, and about him with awe. A week or so ago on WABC-TV, here in New York, Hecht made his tv debut, and sat there barefooted, just ordinary clay.



True enough the clay is still camouflaged in long strings of colorful, picturesque, often sharp and witty phrases. But the thinking underlying the phrases; the knowledge, the philosophies are shallow and irresponsible. Hecht opens each show reading an essay, freshly written by him, on the evening's theme, with side excursions into any other area which strikes his fancy. On opening night, on the theme of television commercials, he inserted his opinion on President Eisenhower's announcement that we would help the Chinese Nationalists defend Quemoy and Matsu, and would resist an armed aggression against Formosa.

"The China the President says we'll fight for doesn't exist," said pundit Hecht. "Chiang is a Faubus and Taiwan a Little Rock."

Talented but uninformed

The talented Hecht is certainly entitled to his opinion, but it is shamefully shallow and almost childishly irresponsible for him to oversimplify as serious and complex a situation as we face in the Far East, by coy analogy. Most thinking and experienced observers maintain that the Red Chinese, Soviet-supported, assault on the off-shore isles at this point is merely an initial probing to see how far we will permit them to go in taking over the whole of East Asia by force, before we step in.

But, as I said, Hecht merely inserted his commentary on Formosa in passing along the way to a bitter, though weary, denunciation of tv commercials. Here again he demonstrated that he would rather say something he considers shocking, than something he knows to be true.

"Television commercials and the atom bomb," he read, "are the two things most disliked by the people of America today."

He expressed fatigued amazement over the fact that sponsors continue to present commercials on television. He proceeded to gnaw the hand that feeds him (he is sponsored by Schiffler Fabrics) clear up to the elbow, and then invited his guest, our erstwhile columning mate, and BBDO radio/Tv Vice President (author of "The Hot Half Hour," a novel about a quiz show) Bob Foreman to make rebuttal. Bob did fine, in so far as the boorish Hecht would permit.

"While you have a charm completely your own," he said to Hecht, "the manner in which the copy is read on the audio portion of these commercials is a little different from your reading."

Hecht delivered each piece of commercial copy in the infinitely

Getting more out of television

In three *all-important areas*,

J. Walter Thompson Company is finding new ways to increase the value of TV as a marketing tool

1. *The message*

In a matter of seconds—*sometimes as few as ten*—the viewer must recognize a *special quality* in a product that is *news* to him... a quality that will better fill some need in his life. What *is* the news? And how can one be sure it is presented most effectively?

In its unique TV Workshop, the J. Walter Thompson Company tests ways of presenting a product under *actual telecast conditions*—before spending time and money on a finished commercial.

The most effective demonstration of the special quality of one household product was selected for the finished commercial, only after 25 such experiments.

Thus, the TV Workshop offers a new method of extending the boundaries of creative imagination, then provides the visual evidence needed for the soundest choices.

2. *The program*

What *type* of program will attract the audience the message is designed to reach? Will the background provided by such a program be appropriate?

Should it be a Western? A situation comedy? Variety? Drama? Why are some programs in *each* of these categories *more efficient than others*? Why do some fail—others succeed? Do some of them have “survival qualities” which will assure them of *continuing* success?

Every *type* of program has “survival qualities,” to

greater or lesser degree. J. Walter Thompson Company is continuing to find new means of appraising and creating such “survival qualities”—to help make television an increasingly reliable marketing tool.

3. *Time period*

Convincing message. Outstanding program. But...

**they can be fully productive only
in the right kind of time period.**

Selecting the right kind of time period is an art calling for special knowledge as well as special skills in analyzing competition and in predicting the viewing patterns of particular shows.

J. Walter Thompson Company has recently issued a confidential study of television which illustrates this special knowledge. It covers television from virtually every angle. Program types and trends, viewing habits, audience characteristics, network rate structures and procedures, and rating services are among the basic topics covered.

This study has been called “searching...objective...authoritative.”

If you would like to explore with us the most effective use of TV as an integrated part of your marketing program, we would be happy to discuss it with you.

There are J. Walter Thompson Company offices in: New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami.

Bet You Can't Name the Nation's No. 1 Port in Total Export-Import Tonnage



CLUE: *It has grown
more than 100% since 1950!*

The answer* is Tidewater, Va. In other words, Norfolk and Newport News . . . side by side on the great harbor of Hampton Roads.

If you were surprised by Tidewater's rank as a port, you may be surprised also by its rank as a *market*.

Two reasons why this is likely: 1) Rapid growth—nearly 60,000 population gain in 1957 alone! 2) Its true size is obscured by the Government list of metro county areas which separates Norfolk and Newport News, though they are less than

four miles apart at nearest points, and inseparable for all radio and television marketing purposes.

Combine them and you find a metro county area of over $\frac{3}{4}$ million people, totaling all in the southeast except Atlanta and Miami.

Tidewater, Va., is what Virginians call it. TIDEWTAR is a better way to spell . . . and the best way to sell it. For WTAR-TV is the greatest marketing force for this great and growing market!

*Source: FT Report 985, U.S. Dept. of Commerce, Bureau of Census.



**WTVR
TV**

Channel 3 • Norfolk

Greatest Marketing Force
Virginia's Greatest Market

President and General Manager
Campbell Arnoux

Vice President for Sales

Robert M. Lamb

Vice President for Operations
John Pepper

Presented by Edward Petry & Co., Inc.

tired manner in which he does the whole half hour. To this viewer it is the most honest phase of the show. There is little doubt that Hecht is indeed a tired old man.

Bob also pointed out that a cold reading of the audio portion of the commercial, without the accompanying video hardly gives an accurate picture of the over-all intent or possible appeal or lack of same of the plug. However, Bob did not have very much opportunity to answer the questions posed by Hecht. Each time he uttered his first, few soft-spoken, thoughtfully considered words Hecht mumbled an interruption. If Bob wins no other award this year, he surely should walk away with the medal for "most polite, most patient guest of the year." He treated Hecht with the respect a brilliant craftsman with words, however shallow and weary today, deserves.

And on the following evening Hecht proved himself far more a gentleman and a human being than he seemed to be on his first show. He opened his second stanza by making apologies to Bob for having cut in on him so continually, attributed his crudeness to "opening night devils," and promised to be more courteous to guests henceforth.

About which, a little more in a moment—but while Godfrey and Henry Morgan, and Alfred Hitchcock and even, on occasion, a Jack Paar are able to sell their sponsor's merchandise by poking fun at the product or its maker, it simply doesn't come off with Hecht.

Perhaps it's a matter of pro, as opposed to amateur. The Godfreys and Paars are old pros—and even a Hitchcock has guided performers through enough shoals to cut a true path himself—and, as a tv personality, Hecht, of course, is a rank amateur.

With Bob Foreman he was too inconsiderate, and got almost nothing from his guest simply because of his constant interruptions. and on the following evening, after making the aforementioned apology, he blew the show for a total failure to hold the reins at all. His guest was Emil Zola Berman, the attorney who defended the tough Marine officer who marched those kids into death by drowning in a swamp.

First anticipation, then let-down

Hecht opened show No. 2 by reading his essay on lawyers. Again it was full of observations as lacking in depth as they were colorfully stated. Among other definitions he called lawyers, "immoral moralists."

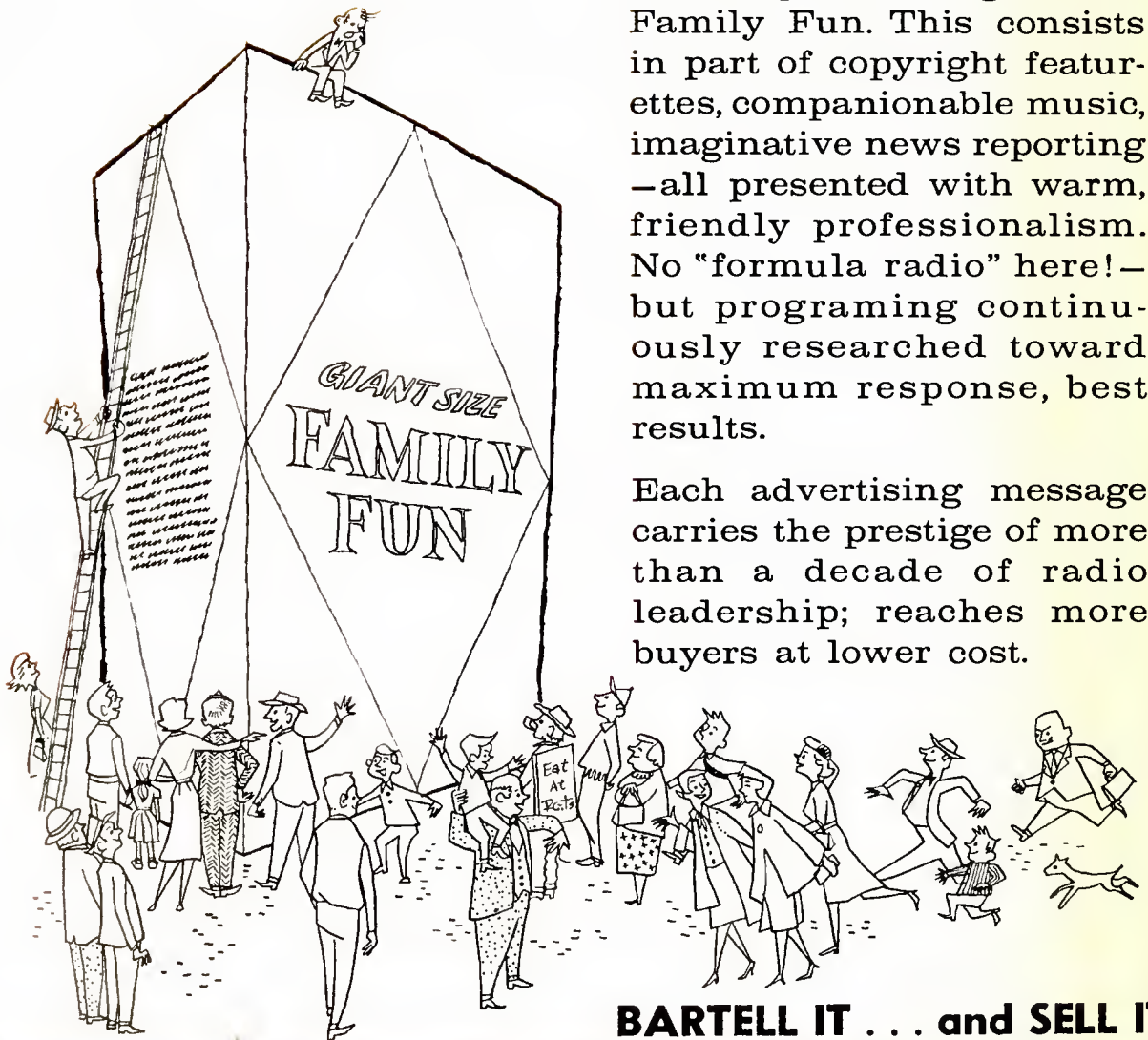
Berman waited until Hecht completed his reading, and then took over. He treated Hecht like a witness, whom he (Berman) had on the stand under cross-examination. He began comment after comment with phrases like "do you mean to sit there and . . ." and he read these in a most derisive and contempt-filled manner. On one occasion when Hecht did manage to get back into the conversation, Berman said: "I see that you consider to pursue the error of your uninformed ways . . ."

Naturally Zola had a vast advantage over Hecht. He knew his subject (law) intimately and in tremendous depth, and Hecht obviously didn't.

I tuned in the first Hecht shows, hoping, almost expecting one of the best new personality-interview shows in tv, one I hoped would quickly go network. But, as I remarked a few hundred words back, the years play rough.

Bartell Family Radio is an exciting package, enthusiastically accepted by the American consumer market. The product has wide appeal, containing a tempting basic ingredient: Family Fun. This consists in part of copyright featurettes, companionable music, imaginative news reporting—all presented with warm, friendly professionalism. No "formula radio" here!—but programing continuously researched toward maximum response, best results.

Each advertising message carries the prestige of more than a decade of radio leadership; reaches more buyers at lower cost.



BARTELL IT . . . and SELL IT!

**BARTELL
FAMILY
RADIO**

COAST TO COAST

Kya 1270 AM in PHOENIX
Kcbq 1270 AM in SAN DIEGO
woky 1270 AM in MILWAUKEE
wyde 1270 AM in BIRMINGHAM
wild 1270 AM in BOSTON
wake 1270 AM in ATLANTA

AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.

SPONSOR-SCOPE

4 OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Tv network advertisers this fall are spending over \$4.5 million per week for regularly scheduled nighttime programing alone.

Here are some rules of thumb for determining the relation of tv program costs to tv time costs:

NIGHTTIME NETWORK TV: If you call the time cost 100, the show cost will be 70% of that figure.

DAYTIME NETWORK TV: The cost per quarter-hour of programing is about 55% of the time figure.

TV SPOT: National first-run syndication programing averages out to 35% of the time cost; programing for all types of spot averages out to 17% of the time cost.

Source: McCann-Erickson and SPONSOR.

Watch for Revlon to penetrate the proprietary drug field as part of its diversification plan. The expansion will be via the purchase route.

Another direction that Revlon's diversification will likely take is modern foods—perhaps a low cholesterol margarine.

Madison Avenue agencies this week were hopping with station managers.

Rep staffs, already loaded with a mass of requests for tv availabilities, found the squiring around of the visitors somewhat tough.

(The wholesale invasion also touched off rumors that some of the visitors were in town to shop around for new reps.)

A major tv spot buyer has joined the ranks of film barterers: Dancer-Fitzgerald-Sample, on behalf of General Mills, is offering the Lone Ranger in return for time.

The deal: Each film will allow for 4¼ minutes of commercial time. The station gives General Mills two minutes of this and is free to sell the remaining 2¼ minutes.

DFS stipulates 52 films a year and guarantees all handling charges.

It's a good bet that the next big turn in media operations among agencies heavily loaded with tv and radio will be this: A switch from all-media buying to the old system of air media specialists functioning in their own orbits.

Here's why:

- The specialist in air media has little in common with print; in fact, he must divorce himself from that kind of perspective entirely.

- The air media expert is now required to have a mastery not only over the complexities of tv and radio but over programing as well. Keeping up with the rapid changes in these fields is a fulltime job in itself.

- A top air media specialist is the person who really engineers the pre-sell; if he wears too many hats at one time he can't do his main job full justice.

What management men anticipate as the next step is along this line: At the top there'll be a chairman of all-media planning on an account; but supervision of the buying will be cut right down the middle—with tv-radio in their own bailiwick and the rest of the media in another.

What could stem from this revamping of functions: A surge for control over programing by the tv media authority. (It's already loomed up in a couple of the top ranking tv agencies.)

It looks like the **keynote of the Kellogg spot tv campaign** this fall will be **station merchandising—and lots of it.**

Leo Burnett this week was **recruiting roadmen** whose twin task will be 1) to establish **good Kellogg relations** with stations carrying its film strips, and 2) make sure that Kellogg is getting ample **merchandising mileage** out of the shows.

A sizable spot radio campaign that popped up in New York was **Kelvinator Ranges (Geyer)**; 60-70 markets are on the list.

Another caller for daytime minute availabilities: **Jell-O (Y&R).**

The vista for new national spot tv business continues bright.

Here are late developments in various spot centers:

Chalk up Minneapolis as a promising source of national spot, especially tv. A number of companies that haven't used tv before are hopping into test markets this fall, with plans of expanding nation-wide.

Among the latest of these:

Butter Kernel Corn (Bruce Brewer), daytime I.D. saturations in five markets for a minimum of eight weeks.

Anderson Window Wall (Campbell-Mithun), looking at weather, news, and syndication for a run of 39 weeks as a test in Pittsburgh. Suggests a case of moving right into Pittsburgh Plate Glass' own backyard.

Gold Seal Glass Wax (Campbell-Mithun) starts a sturdy Christmas campaign mid-November with daytime spots in about 80 markets.

Northwest Airlines (Campbell-Mithun) is mulling a chainbreak schedule, without a test, in all markets from which the airline draws business.

Likely reasons for the Minneapolis spot upsurge: (1) **Reps have been concentrating on the city's agencies** with presentations, and (2) more stations appear willing to give **merchandising cooperation**, thus providing reps with a new twist in their pitches.

Chicago's contribution to new national spot tv business the past week included **Helene Curtis' Spray Net (McCann-Erickson)** and **Lever's All (NLB).**

Many of the Curtis day and night spots later will be used for **Tempo in 10 markets.** All's buy—daytime minutes and 20-seconds—is in 50 markets for eight weeks.

Carling Brewing is trying out something new for itself in spot radio.

It's scheduling **5-minute segments of Candid Mike** at the rate of 13 to 30 playings a week in these **four New England markets:** Worcester, Mass., Waterbury, Conn., Augusta, Me., and Berlin, N. H.

It had been using minutes and 20-second spots. Agency: **Harold Cabot, of Boston.**

Here's something that research people think could spread across the country. Existing independent radio stations being **knocked out of first place** in the ratings as more stations drop network ties and enter the independent ranks as **newcomers.**

Observers say they see this as a logical mathematical sequence; for the **incoming independents will tend to split away audiences—not from network affiliates—but from the other independent stations.**

An interesting angle connected with this development: As more stations go independent in a market and intensify the competition within that classification, **the total amount of listening increases.**

In other words, the invader usually couples a **hard-hitting promotion campaign** to his entry, and the result of this and counter-campaigns is to stimulate listener interest.

Industry people making the circuit of the current NAB regional meetings report that triple-spotting is the top subject of corridor discussion.

All of which ties in with Leo Burnett's findings—just compiled—from the survey it conducted on triple-spotting policy among 479 stations.

The agency heard from 420 stations as follows:

- In network option areas, 411 stations have spotting policies that are compatible with Burnett policy.
- In station time areas, 43.1% reported they triple-spot in places where the agency preferred they wouldn't.
- On the matter of network program cut-backs, 168 stations said they never snip off anything, while 171 admitted they cut out promotion for shows they don't carry and substitute their own promotion spots. Only 54, or 17.5%, reported they cut out the promos for shows they don't carry and substitute commercials.

In making the findings available to stations, Burnett noted: "In the past we have undoubtedly contributed to the (multiple spotting) problem by vigorous demands for high-rated spots. But the problem has assumed such magnitude that we see real evidence of the deterioration of the medium, and some advertisers are beginning to move away from spot television. We are sure you will agree that it's to our mutual advantage to clean house."

The young housewife continues to be the dominant daytime tv viewer by age group.

Here's a breakdown of homes using daytime tv Monday through Friday (10 a.m. to 5 p.m.) as reported by Nielsen for March-April 1958:

AGE	% VIEWING ANY PART OF WEEK	AVG. WEEKLY VIEWING
16-34	87.2%	12 hrs., 27 mins.
35-49	80.0	10 hrs., 29 mins.
50 & over	77.6	10 hrs., 4 mins.

The above represents quite an increase over the like period in 1957. At that time the tally for the 16-34 group was 11 hours; for the 35-49 group, 9 hours and 12 minutes; and for the 50-plus segment, 9 hours and 17 minutes.

Another substantial increase is expected to result from the upcoming competition among the three networks on the daytime programing front.

Compared to a year ago, filmed network tv shows hold a slightly bigger numerical edge over sponsored live programing in prime time this fall.

The comparison in terms of numbers and percentages:

TYPE	1958		1957	
	NO.	PCT.	NO.	PCT.
Film	65	61.3%	72	59.5%
Live	41	38.7	49	40.5
TOTAL	106	100.0	121	100.0

Source: October-November 1958 and 1957 COMPARAGRAPHS in SPONSOR.

ABC TV is only four quarter-hours short of the 70 quarter-hours the network has made available for its daytime charter plan.

Also indicative of the boom in daytime tv (see 23 August SPONSOR): ABC TV to date has 80 daytime quarter-hours sold, exclusive of Mickey House. All these segments are on a 26-week-firm basis.

Network tv this season is not without an appreciable quota of newcomers.

They include Clairol, Williamson & Dickie, Manhattan Shirt, Renault, and Olin Mathieson.

Coming over from spot are Hills Bros. and Brylcreem.

McCann-Erickson this week strongly implied that the American Newspapers Publishers Association was engaging in a destructive kind of selling after the association had tried to fire up dealers against Buick's campaign (which favors tv).

Elsewhere ANPA was accused of **destroying the effectiveness of advertising as a whole** by planting doubts with dealers about the wisdom of the factory's basic promotional strategy.

Apparently ANPA's bureau triggered the attack without knowing that — even though in Buick's introductory phase tv was the No. 1 medium — newsprint would, on the year, get as much money as it did from the 1958 model.

TvB meanwhile had commissioned an outside study on what viewers thought about the initial Bob Hope show for Buick and their opinion of the 1959 model.

The findings: Of those who had seen the model in other medias, 62% had no opinion and 18% said they liked it. But those who saw the car on the Hope special, 16% offered no opinion, whereas 53% said they liked it very much.

The three tv networks came through this August with joint gross time billings of \$41,509,492—6.8% better than the same month in 1957.

The breakdown, as compiled by LNA-BAR for TvB: ABC TV, \$6,923,731, up 12%; CBS TV, \$19,383,736, up 6.3%; and NBC TV, \$15,202,021, up 5.0%. **The tally for January-August:** \$365.699,450, or 11.4% over 1957.

The consistent pulling-power of news as a radio commodity is exemplified by this common factor to be found in the March-through-August Pulse reports for the New York metropolitan area:

At least five news shows turned up in the top 10 programs.

(See page 29 for roundup on how radio stations are streamlining their news operations.)

Being realistic merchants, syndicators have arrived at a show formula which they think gives their wares a big step toward success from the start.

The formula—if you haven't become aware of it by now:

- 1) The plot must revolve around a good **action-adventure theme**.
- 2) The setting must be somewhere in the **great outdoors** (on the western plains, under or on top of the sea or harbor, or on a battlefield).
- 3) **The hero must represent the dynamic, resourceful type** — the sort of figure that any American boy admires or would like to emulate.

(For the latest on syndicator developments see FILM-SCOPE, page 55.)

Note this week's No. 1 conversational theme on Madison Avenue: The tv industry will only be kidding itself if it fails to give **sober reflection to the mounting number of ethical plights surrounding it.**

- Luncheon table philosophers have these news developments and trade matters in mind:
- **The quiz uproar.**
- **Washington's probe of channel allocations,** climaxed the past week by indictments.
- An ad agency with an enormous stake in tv urging the networks to put their **selling on a strict rate-card basis** before the very roots of the medium are weakened. (The networks addressed said they were in wholehearted agreement with the agency.)
- The continuing pressure by certain agencies and advertisers to **kill triple-spotting and the practice of network program cut-backs** on the local level.

Observed an official of a top-rank agency in tv: "If there's anything the medium is in dire need of right now, it's a quality of **leadership and statesmanship** that will allay the **uncasiness** of both the advertiser and the viewing public."

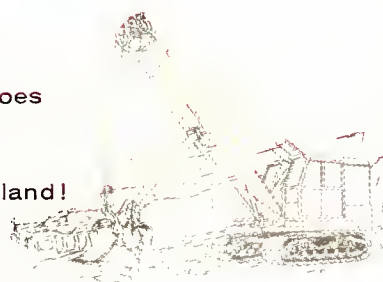
For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 46; News and Idea Wrap-Up, page 60; Washington Week, page 57; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 68; and Film-Scope, page 55.



Iron Ore . . .

ONE OF MINNESOTA'S GIANT INDUSTRIES!

An annual payroll of \$102,000,000 goes
to 18,000 workers . . . and they ALL LIVE
and SPEND in KDAL—KDAL-TV land!



RADIO **KDAL** TELEVISION
CBS • DULUTH
ASK AVERY - KNOEL

Dominating Minnesota's Iron Range!

4 "BIG STICKS"

49th and
Madison



for slugging out sales
in the
Raleigh-Durham area

WRAL-TV

TOP RATINGS: First in every ARB survey, sign-on to sign-off, since it started operations—on unequaled rating record in the Raleigh-Durham area. Yours to use for spots or features.

WRAL-TV

SUPERLATIVE EQUIPMENT: First Videotape recorder in North Carolina... \$100,000 4-camera Mobile Unit... two of the South's largest studios with seven cameras, rear screen projector, three 70-circuit lighting boards.

WRAL-TV

CAPITAL CITY LOCATION: Everybody looks to the capitol for news and views about government, economic, agricultural, even sports activities, and Channel 5 gives it to them, visually, verbally, effectively.

WRAL-TV

POPULAR PROGRAMMING: The best of NBC, from TODAY to JACK PAAR... choices from ABC... exclusive local programs that attract and hold loyal audiences.

These four—and more—will help you raise your sales average in this big and booming market... from Greensboro to the coast, from Virginia to the South Carolina line. Get all the data, now, about

Carolina's Colorful
Capital Station

FULL POWER CHANNEL 5

WRAL-TV

Fred Fletcher, Vice Pres. & Gen. Mgr.

RALEIGH, NORTH CAROLINA

REPRESENTED BY H-R, Inc.

Streamlined rate cards

You're at it again in your fight for things that will improve the broadcast industry. This time I am impressed by the article on "Streamlined Rate Card," outlining the suggestion of Dick O'Connell.

Having come from the newspaper field where, by and large, their rates are simple compared with those in broadcasting, I am convinced that our business would benefit from rate simplification. I recognize some problems in connection with O'Connell's suggestion, but am convinced that the gains would far outweigh the efforts that would be necessary to meet the problems of such a rate card concept.

If the reaction from the station operators is anywhere near as favorable as that you reported from timebuyers, perhaps you can take credit for initiating another step ahead for our great industry. Keep up your good work.

R. M. Brown
Gen. mgr.,
KPOJ, Portland Oregon

I cannot speak too strongly in favor of the one-rate card plan, discounted only for total unit use within a seven-day period. It has eliminated many problems and has allowed us to operate on a realistic basis as far as billings are concerned.

Attached you will find a copy of our current rate card which was effective February 1, 1958. It was published about November of 1957.

In our previous rate card (Number 2) we experimented for the first time with one rate for both national and local advertisers, but we still followed the old idea of discounts between one and two-hundred and fifty times. Beginning with Rate Card #3, we discarded the yearly discount plan and adopted the discount for unit use within a seven-day period.

I have long felt that the differential between national and local advertising was not only unfair but uneconomic. Generally speaking, local advertising calls for more man-power and selling

(Please turn to page 24)

BELIEVABILITY

at work for you this fall and winter



"I Married Joan"

9:00 AM
Manday through Friday

First run off network, this great series follows Dave Garroway and "Today"—leads off WWJ-TV's big mid-morning line-up.



"Amos 'n' Andy"

1:00 PM
Manday through Friday

Always a tremendous Detroit favorite, "Amos 'n' Andy" is winning still more fans in its new afternoon time-slot.



"It's a Great Life"

5:00 PM
Manday through Friday

First run off network, this popular feature is packed with family appeal. (3:30 PM is the quitting time for the overage Detroit hourly-rated industrial worker.)



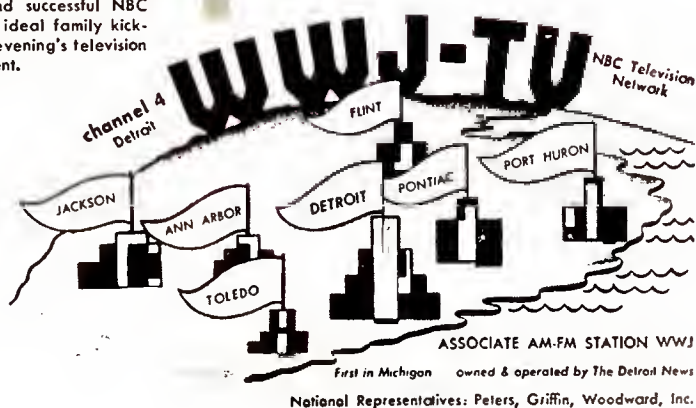
"The Life of Riley"

6:30 PM
Manday through Friday

Daring and original programming schedules this new, high quality strip in prime time. "The Life of Riley"—hot off its long and successful NBC run—is the ideal family kick-off for an evening's television entertainment.

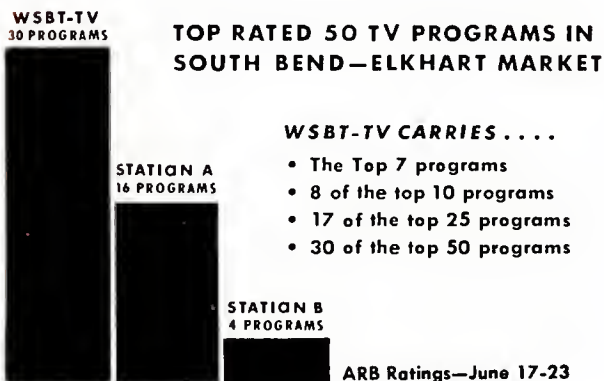
Northward to Flint and beyond, southward to Toledo and beyond, Detroit's WWJ-TV covers one of America's largest and wealthiest centers of population.

Again this season, WWJ-TV in Detroit offers high quality local programming you can depend on for genuine viewer interest, for depth-impact that creates sales. These are shows that people really look forward to, really sit down to watch, really follow with enthusiasm. Check the list—then call your PGW Colonel.



WSBT-TV SOUTH BEND, INDIANA'S
DOMINANT STATION
PRIMARY COVERAGE—
752,580 TV VIEWERS IN
PROSPEROUS MICHIANA*

Here's How WSBT-TV DELIVERS the South Bend-Elkhart TV Audience



No other station or combination of stations comes close to WSBT-TV in the number of top-rated shows carried. Further proof of this overwhelming viewer preference is the fact that WSBT-TV's 10 P.M. news broadcast is one of the highest-rated local or national newscasts in the Nation! . . . You're paying for audience—get it with WSBT-TV. Ask your Roymer man for details or write to this station.

* 15 counties in Northern Indiana and
Southern Michigan. UHF set count, 209,050
—3.6 persons per family.

WSBT-TV SOUTH BEND, IND.
CBS... A CBS BASIC OPTIONAL STATION
CHANNEL 22
ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

49TH & MADISON

(Cont'd from page 22)

and servicing expense than does an agency placed national schedule with guaranteed credit and well produced copy or transcriptions. It was primarily for this reason that we went to the one-rate card plan. The result has been most gratifying and a number of stations are now doing the same thing in this market.

Robert R. Feagin
Pres. WPDQ,
Jacksonville, Fla.

In the September 6th issue I noted with interest the article on Dick O'Connell's so-called "Streamlined" rate card. I noted also the great percentage of favorable comment by agency time-buyers. I am wondering if the enthusiasm shown was because the job of selling and buying would become so simple, or because such a rate card would benefit the advertiser. I seriously doubt the latter.

In elimination frequency discounts Mr. O'Connell is striking a low blow at the 13-, 26-, etc., week advertiser. This alone could drive an advertiser into other media. By instituting a flat rate for all time segments Mr. O'Connell would probably bring about rate increases. I agree that rate cards are becoming too cumbersome—they ought to be simplified . . . but please let's not over-simplify rate cards and let's not forget who pays the bills.

Mort Yanow,
Radio/tv dir.,
Feigenbaum & Wermen
Philadelphia, Pa.

Negro markets issue

Congratulations on your excellent report on the important Negro market. Please send 25 reprints immediately and quote prices on larger quantities.

Leonard Walk,
Gen. mgr., WAMO,
Pittsburgh

Pet milk promotion

I read with great interest your article on the Pet Milk Promotion.

The only thing that was lacking was the name of the winner. He was Jack Cecil and he received a \$500 check from H. A. Beasley.

John E. North
V.p. & gen. mgr.,
WDXI-TV,
Jackson, Tenn.

MGM's

OUR GANG

BOOSTS
WRCV-TV
RATINGS

500%

Hilarious subjects never before
shown on TV... tie-up your market
before the sellout!

7.4

ARB
PHILADELPHIA

20.6

ARB
CHARLOTTE

18.4

ARB
WICHITA

WRCV · WRCV-TV
NATIONAL BROADCASTING COMPANY, INC.
A SERVICE OF RADIO CORPORATION OF AMERICA

1619 Walnut Street, Philadelphia 3, Pa.

LOCUST 4-3700

September 5, 1958

Mr. Richard A. Harper
General Sales Manager
MGM-TV
1540 Broadway
New York, New York

Dear Dick:

Just thought you'd like to know that the OUR GANG Series is producing tremendous results here! Our ratings, according to ARB, climbed about 500% to give us clear command over the 9:00 A.M. to 10:00 A.M. time slot.

The month prior to the programming of the OUR GANGS, the rating in this time slot ran from about 0.6 to 1.9. In the short time that the OUR GANGS have been on, our ratings for the same time slot have risen to a high of 7.4 giving us first place in this three station market.

OUR GANG at WRCV-TV really wishes that your GANG had more OUR GANGS available.

Best regards,

Jack Wiley
John P. Wiley
Manager, TV Advertising
and Promotion

TAKE A TIP
FROM LEO...
AND CALL
MGM-TV
TODAY!

Write...wire or phone...
Richard A. Harper,
General Sales Mgr.
1540 Broadway,
New York 36, New York
JUdson 2-2000

MGM-TV
A Service Of
Loew's Incorporated



REFLEX ACTION

Six months ago, Channel 4 in St. Louis became a CBS Owned station. Natural reaction: today, it's first! In fact, KMOX-TV has the largest share of the St. Louis television audience according to all three audience measurement services...Nielsen, Pulse, and ARB.

Nielsen, for example, shows that KMOX-TV is ahead of competing stations for all three periods of the broadcast day—morning, afternoon and night!

For KMOX-TV, leadership was inevitable. Because CBS ownership, in St. Louis as elsewhere, means a full schedule of top-rated programs from the CBS Television Network, the very best local live programming and the finest feature films from Hollywood's major studios.

It follows that month-in, month-out more and more advertisers are finding Mid-America's most sales-productive medium is KMOX-TV. You will too...naturally.

CBS Owned • Channel 4 in St. Louis • Represented by CBS Television Spot Sales ***KMOX-TV***





By attracting the listening of 312,830 families weekly during daytime, this microphone creates the 24th largest radio market in the nation. Its total weekly audience is larger by 711% than its strongest Charlotte radio competitor.

Radio peps up its news leadership



WOR, N. Y., reporter took this photo of recent Jersey Central train disaster from a boat chartered by the station. WOR's detailed, on-the-spot coverage consistently beat wire service reports. It's a good example of how radio seeks news superiority

- ❖ Object is to build ratings, prestige, audience loyalty via stepped-up showmanship; oil companies big buyers
- ❖ Planes, helicopters, speedboats help local stations get faster, more spectacular coverage; tv set to follow suit

When a Jersey Central commuter train plunged off a bridge at Bayonne, N. J., last month and carried 48 passengers to their deaths, New York radio station WOR and its news staff sprang into action. Within minutes, WOR carried a report of the tragedy, and soon after was broadcasting on-the-spot accounts of the rescue operations from both a tugboat and an airplane. For more than 12 hours, WOR reports ran well ahead of the wire services and the local newspapers.

The unusual aspect of this type of rapid radio news coverage today is

that it isn't unusual at all. In only two years, the local radio station has undergone a revolution in local news coverage, and now is competing for—and often winning—the reporting role once dominated by newspapers.

While this basic trend is not new, it's apparent that it will greatly accelerate in the next year, for two major reasons:

1) The local radio station that provides the fastest coverage of local news is finding that it not only boosts its over-all ratings but also gives it added stature and prestige in its community.

2) Advertisers and agencies, looking for local radio shows with both high ratings and community acceptance, are becoming more aware that the top station in many markets is the station with the most aggressive news organization.

3) Moreover, it looks as if television similarly will be moving into the local news coverage area more extensively as soon as technical problems are eliminated. KTLA, Los Angeles, for one, already has launched a "flying tv station"—a helicopter rig that gets to the spot fast. The growth of videotape should be a big help to tv endeavors.

A program specialist for one of the major radio station rep firms made this significant point to SPONSOR:

"In many markets, radio stations have the same records, the same type of personalities, and much the same general programing. The area where one station can stand out above its



Mobile news patrols: Many aggressive news stations today have mobile units equipped with beeper phones for on-the-spot coverage. WSAI, Cincinnati, has five such cars which permit fast coverage of anything from serious water main break to robbery



Helicopters: Some stations, such as WPEN, Philadelphia, use helicopters to catch the news fast and give on-the-scene reports. When the 'copters aren't in use on news stories, stations frequently employ them in relaying traffic reports and special events

Showcases: Stations proud of their news coverage (like Pittsburgh's KQV) display news gathering and reporting facilities to the public. KQV's News Central headquarters are on the ground floor of the downtown Chamber of Commerce building



competitors—and boost its average ratings at the same time—is in aggressive, on-the-spot coverage of news.”

Wells Barnett, programing strategist for John Blair, notes that this development came naturally enough. “Television removed radio’s major function—the big talent production. Radio had to replace it with a service function, and that big function today is local news. This is obvious from the fact that there are virtually no newspaper extras today, because people have already gotten the hot local news from radio first.”

The transition to fast local news coverage was made almost overnight by many stations. From the old days of “rip and read”—ripping a wire service report off the machine and reading it on the air—stations moved quickly in two areas:

- **Localizing the news.** Stations snapped up the old journalistic trick of slanting the news in terms of its significance to their particular community. For example, a new farm bill being debated in Congress is handled by most local stations today not in terms of its meaning to the nation but rather in terms of its effect on the farmers nearby.

- **Initiative in coverage.** Stations which once read the news from local newspaper columns now find that newspaper editors rely on their radios for the first news reports. Whether it’s a water main break, a robbery or a strike, the local radio station has to get it on the air first.

To acquire the speed and mobility necessary for this type of coverage, radio stations have demonstrated startling ingenuity. In addition to the usual remote cars or trucks and beeper phones, stations are now devising countless means for getting on-the-spot coverage. These include:

- 1) **Helicopters and airplanes.** In covering the Jersey Central train wreck, for instance, WOR’s flying reporter Boh Garrity kept his plane over the scene for several hours. Helicopters, either purchased or chartered, report on disasters, traffic tie-ups, and similar news of local interest.

- 2) **Stringers.** Stations have latched on to a standard journalistic short cut to get local coverage—the parttime, freelance observer (or stringer). KEX, Portland, Ore., is one of the most active stations using stringers, claims that more than 1,000 of them cover local news over a wide area for KEX.

3) *Two-way radio.* Many stations have worked out deals with local cab companies to get the first word on accidents or other news events. KFSD in San Diego, for one, has use of the local Yellow Cab transmitter, gets reports from more than 200 cab drivers when something newsworthy breaks.

Local news coverage varies widely, from an international event with local repercussions to a fire. Here are just a few recent examples of outstanding news reporting by radio stations:

During the recent Mideast crisis, Cleveland radio station WERE canceled its regular broadcasting schedule and reported the U. N. hearings directly from New York. During the official translations, WERE switched to Washington where three Cleveland-area Congressmen were interviewed, along with Ohio Senator John Bricker.

But for WERE this was just the start. To give even broader coverage, WERE called BBC in London and aired interviews with two members of BBC's foreign news department. Then WERE called Paris and Moscow, and got interviews from those two capitals.

Promotion-minded WERE didn't stop there. In addition to its regular broadcasting, WERE also sent its mobile units around Cleveland broadcasting the coverage over loudspeakers, with typed news reports pinned to bulletin boards on the sides of the mobile trucks. And it had pretty girls carrying portable radios tuned to the WERE reports. Cost to WERE for the two-day coverage, including canceled commercial time: \$3,200.

On a strictly local basis, a good example of alert coverage is provided by WSB in Atlanta, Ga. When a report came in on WSB's police radio recently that Rich's Department Store was afire, the station's No. 1 Radio Car was on the scene in five minutes and on the air with coverage. Radio Car No. 2 broadcast firefighting reports from the other end of the block, and for nearly six hours WSB got every detail until the five-alarm fire was under control. And since the fire occurred late at night, WSB taped all of the on-the-scene reports and edited them for use the next morning on WSB's regular newscasts.

Radio stations also have found that local news often can be combined with public service for an effective one-two punch. Last year, when Pittsburgh was threatened with a transit strike, KDKA

(Please turn to page 50)



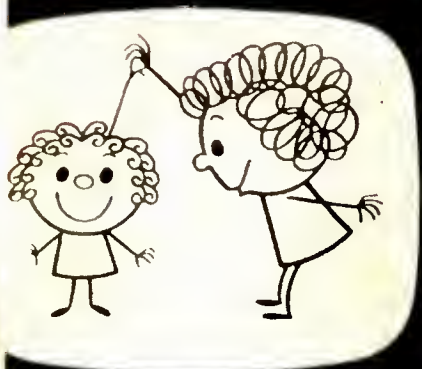
Mobile studios: Completely equipped mobile studios provide showmanship. Detroit's WXYZ, for example, uses this trailer (dubbed the "Wandering Wigloo") from which a morning music and news show is broadcast, also service and promotional events



Stringers: Freelance reporters are employed by many radio stations to have a man on the out-of-the-way scene as soon as possible. Pat Wilkens, news editor of KEX, Portland, Ore., here records an eye-witness story from one of KEX's 1,000 observers

Airplanes: Small airplanes provide another way to get to news sites fast. KONO, San Antonio, reaches the scene in its Cessna 172, also has three mobile ground cars and elaborate radio equipment to get a head start on any important news break





Commercials for North clients make their points without bush-beating. Jewel Tea documentary (top) features testimonials and price-leaders to combat stamp plans; Tonette's cartoon moppet (middle) rubs in plain facts about children's home permanents; Marx brothers whoop up sponsor identification for Toni (bottom left); hair-styling tricks, aided by trick poodles, help Adorn get into crowded hair spray market (top right); "Tension" theme plus demonstration are for Englander (bottom right)



North Agency's radio/tv emphasis boosts it to top within three years

With Toni for a starter, newcomer now is billing \$11½ million; marketing and research techniques play big role in its basic operations

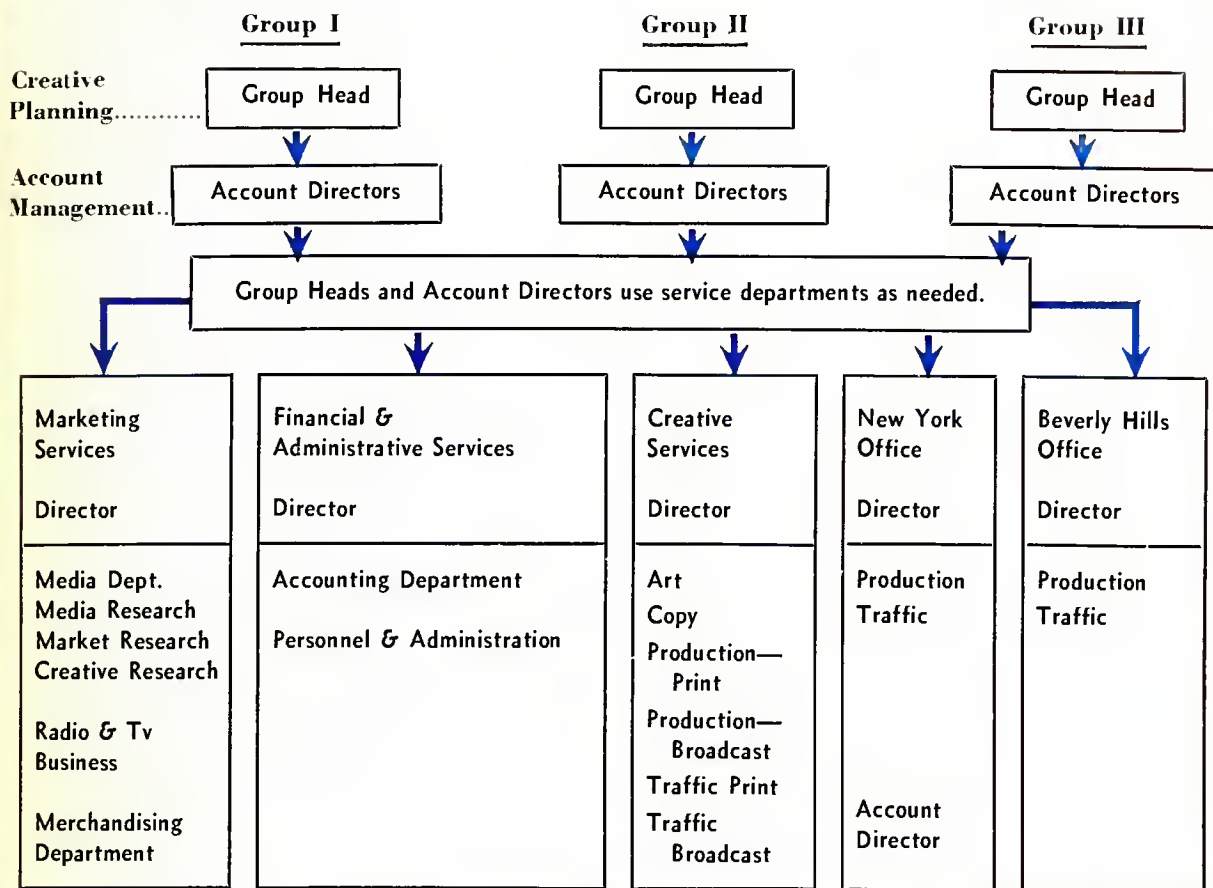
Most advertising agencies go through their infancy on a diet of ink—i.e., their first major experience usually is in the print media.

But when North Advertising, Inc., marks its third birthday in Chicago in a few weeks, it will be emerging from an entirely different kind of inception—one that is intimately tied in with the air media. (Perhaps two-thirds of its billings are in radio, tv).

To appreciate what this air-born start means, consider these king-size facts:

- Air business is big business. North was in the respectable brackets

NORTH'S STREAMLINED GROUP SYSTEM



right off, billing around \$10,000,000 in its initial year (much of it from Toni).

- Air business is fast-paced. To cope with the speed and expenditures of its clients, North has to use ultra-streamlined internal operations (see chart). Basically, the agency consists of two manageable categories—marketing and creative. There are no little offbeat islands of power, no leftovers from an outmoded past.

- Air business requires quick thinking. North's executive roster is characterized by Chicago advertising circles as "bright brainpower." Marketing techniques rank high in the human tool kit, plus the associated strategies—testing, motivational research, etc.

North was started in December, 1955, by Don P. Nathanson (ex-Toni) and Cyrus H. Nathan (ex-Biow). Nathanson, the president, sums up North's direction thus:

"Sure, the modern agency is expect-

ed to contribute persuasive copy ideas, but far more is demanded than that. Its marketing stratagems should be novel and knowing. Its research techniques should be bold and precedent-shattering. Its media selections should be daring and productive. Its contribution to the development of new products should be original and fact-founded."

As one of its agency core services, North's marketing division includes the media department, media research, market research, creative research, radio and tv business, and the merchandising department.

Explaining how his division operates, Lester A. Delano, vice president in charge of marketing services, says: "As everybody knows, a media plan has to be based on a wide range of factors—everything from what your marketing target is to the image you wish to create. The big operational prob-

lem is how do you feed all this information into the media planning process, and at the same time make it a creative job, rather than just a rigid formal procedure?"

"We've found that the best way to do this is to *integrate* a number of departments into one group. Our market research department gives us our target in terms of the usual demographic factors. Our creative research department tells us the nature of the people we want to shoot for. Our media research section relates all this to individual media characteristics.

"Of course, this is all happening at once. And the real necessity is in having the kind of organizational structure that *lets* it happen all at once; that allows for feedback of hunches and ideas among the various departments, and which allows the various specialists to get in on *all* facets of a problem, rather than just con-

fining themselves to a relatively narrow area."

North's collective thinking can best be illustrated by these recent tactics:

When the Toni Company bought *You Bet Your Life* in January of 1957, one of the obvious problems was to get sponsor identification for Toni brands on this show after its years of association with DeSoto. This was helped along by using all three Marx Brothers in a series of integrated commercials for the show's major brand. After only four shows under Toni sponsorship, its identification registered 8th among 52 shared programs surveyed by Trendex.

When the stamp plan promotions hit

Chicago food chains, North's client, Jewel Foods, decided not to join the tide but continue its emphasis on quality and service. So North prepared a series of documentary-type I.D.'s, featuring consumer testimonials and special price-leader sales. The price-leaders were run in a vertical saturation plan on Thursdays on two Chicago tv stations. In one instance Jewel sold out its heavily stocked pork price-leader before the weekend—and had to run ads apologizing to its customers. The total strategy presumably paid off, too, because Jewel's sales actually improved during the stamp warfare. (The commercials were shot on location in Jewel super-marts and rushed on the

air for impact in record time).

Entering the hair spray market after two dominant leaders already had been established (Revlon and Helene Curtis) was what the Toni Co. Adorn was up against last August. By offering consumers a new hair styling, not just setting, through demonstration commercials, Adorn worked to the top within less than a year. Each commercial demonstrates two hair-styling tricks, offers viewers a "how-to" booklet.

"Tension—the 20th century malady" was the approach used by North for its client, The Englander Co. (hedding). The commercials illustrated, in fantasy style, tension and its relief, hacking this up with solid product reason-why demonstration.

Tonette is Toni's children's home permanent. To attract attention and to illustrate the process advantages of Tonette in an entertaining manner, North created a Tonette child character (animated by UPA). This little moppet talks plain facts to mothers in the film commercial series, won the 1956 Chicago Federated Advertising Club award.

Personality-salesman shows are favorites at North. Currently it has on its roster: *Arthur Galfrey's Talent Scouts*, Art Linkletter's *People Are Funny* and *House Party* shows. In the past, North has used Jack Bailey's *Queen for a Day*, Garry Moore, Tennessee Ernie Ford, and Jack Paar. North believes this experience is important to any advertiser who has a product susceptible to salesman-demonstrator delivery.

Among other types of tv shows, North is producing agency for Groucho Marx's *You Bet Your Life*, *Masquerade Party*, and is using *Verdict is Yours*, *Treasure Chest*, and *Tic Tac Daugh*.

Among the radio shows North has used are *Nora Drake*, *Helen Trent*, *Our Miss Braaks*, *One Man's Family*, *Road of Life*, *Yaung Dr. Malane*, *Yaung Widder Brown*, *Right to Happiness*, *Frank Sinatra*, and *Robert Q. Lewis*.

As for new product development and introduction George H. Gruenwald, vice president and creative group head, says:

"We work with our clients on product development from the determination of the need. We like to take the initiative in surveying the market potential, consumer receptiveness, possible voids in the range of products available."
(Please turn to page 52)

NORTH'S CLIENT & BILLINGS SCORE

1955 (1 month)

WON: Toni Home Permanent
Tip-Toni Home Permanent
Tonette Home Permanent
Silver Curl Home Permanent
Spin & SofStyle Curlers
Deep Magic Facial Lotion
(All Toni Co.)

1957

WON: Jewel Food Stores
World-Wide Automobiles
Schieffli Lace & Embroidery Institute
Thorexin Cough Medicine (Gillette)
Adorn Hair Spray (Toni)
Hush Cream Deodorant (Toni)
Twirl Home Permanent (Toni)

1956

WON: Englander Co.
Prom Home Permanent
Lanvin Parfums

LOST: Prom Home Permanent

BILLINGS: \$11,000,000

1958

BILLINGS: \$10,000,000

WON: Pilsener Brewing (POC Beer)
Pfaelzer Bros. (meat packers)
Self End-Paper Permanent (Toni)

LOST: Lanvin Parfums
World-Wide Automobiles

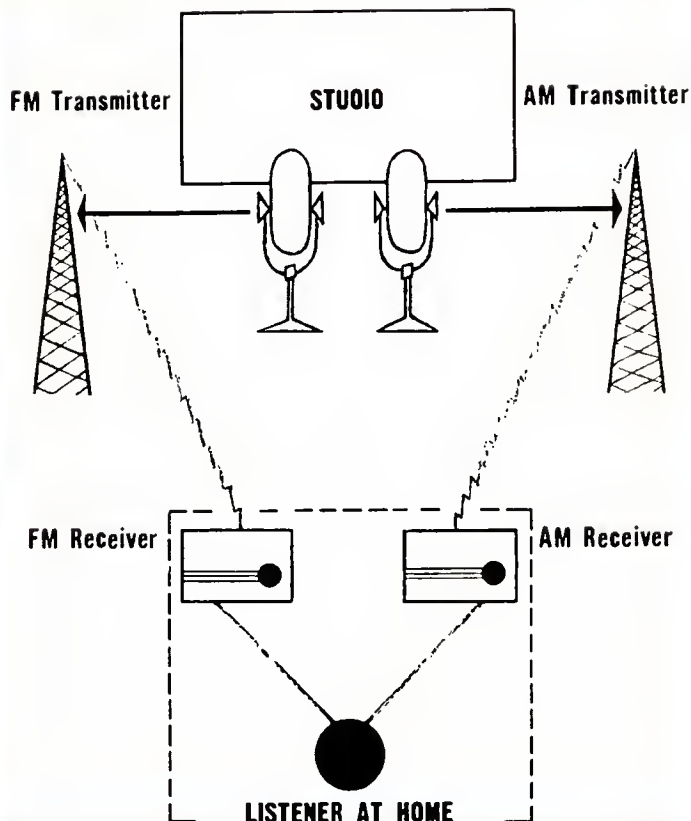
BILLINGS: \$11,500,000

Collective problem-tacklers are Don P. Nathanson, president, and vice presidents Walter Heymann, Jr., George H. Gruenwald, and Mrs. Alice Westbrook





First regular commercial network stereo is Lawrence Welk's Wednesday night show, now carried weekly on ABC TV plus Radio. Stereo technique (right) used is simple: there's no extra equipment needed—just two microphone systems, two transmitters and ordinary home sets: tv (sound is fm) and am radio, adjusted 5' to 10' apart. When advertiser links the two networks, "third dimension" of stereo is a bonus



Stereo cues two-way air media buys

- ▶ Plymouth orders first regular network stereo for Welk, bringing the new sound to 85% of U. S. tv/radio homes
- ▶ Local stereo shows—television/radio, radio/radio—are spurred by hi-fi manufacturers buying music programing

Stereo has suddenly come out of the hi-fi showroom to become a staggering growth factor in air media buying. After six years of local broadcasts appealing mostly to hi-fi manufacturers, stores and certain "class" products—all at once stereo broadcasting has become a network business with booming implications for 1) network am radio, 2) local fm radio, and 3) local tv/radio time sales.

The first advertiser to put a regularly scheduled network stereo show on the air is Plymouth, which added the full ABC Radio network lineup to the Wednesday night *Lawrence Welk* show on ABC TV starting 1 October. The next network stereo advertiser will be RCA Victor, which will promote its

own stereo equipment and color television lines on the *George Gobel* show of 21 October on NBC TV and Radio.

Both Welk and Gobel will bring stereo broadcast to around 85% of all television/radio households in the nation—without networks or audiences spending a penny for extra equipment.

Unlike am-fm stereo, which requires a separate fm radio system in the home, tv/am stereo needs only ordinary television and radio sets. The networks, which already transmit tv and am, have to do just this to get stereo: *simulcast a show and set up the microphones specially for "two ear" perspective.*

Among prime network prospects for stereo, ABC is campaigning all present advertisers of music shows on ABC

TV, including Firestone, Oldsmobile, Chevrolet, Dodge and others.

Local stereo business is far from new. Los Angeles has 22 fm outlets and New York has 16. The *New York Times'* WQXR began commercial stereo service on am-fm six years ago. Last spring, WNTA put its weekly 90-minute jazz show into tv-am-fm stereo, and Westinghouse radio division just bought into the show, joining Parliament cigarettes and others.

While am-fm stereo could interest the 13 million fm families across the country, the big upsurge in business is seen in tv-am stereo—both network and local. Any live television program can be made stereo with a buy of radio (am) coverage to go along with it. In addition to the value of radio on its own, stereo is delivering the kind of enthusiasm and excitement that some ad execs thought impossible to find.

Significantly, hi-fi has boomed thirteen-fold in eight years to become a quarter-billion dollar industry with a \$10 million ad budget that will be upped 10% more next year, with stereo the main promotion theme.



Co-founders: (l to r) Edward Hynes, Trendex pres., and Bob Rogers, exec. vice pres., confer on new Trendex expansion. Both are former Hooperites, shared same office there, still do in their research firm



Numbers salesman: Eugene Reilly, director of sales for Trendex, explains recent moves of company have been on road away from "ratings chaos." New Trendex service offers more qualitative data for advertisers

BEHIND THE RATING SYSTEMS—PART III

Trendex moving into 50 new markets

☛ **Research firm move offers advertisers new qualitative coverage on brand preferences for 20 product categories**

☛ **Latest Trendex service designed to provide greater perspective, more qualitative data on media effectiveness**

What Trendex surveys: Television viewing, national and local on a regularly reported basis. Radio, local and net, on a "to-order" basis only.

Kinds of reports: Tv Program Popularity Report based on 20 markets, each with three thf stations, issued monthly on 15th of each month; covers sets in use, rating, audience composition and sponsor identification. Television Advertisers' Report (not a ratings report), every two months; covers qualitative data such as audience composition, program selectivity index, sponsor identification and a general average table of preference for show types. Tl City Reports to commence next month, a brand new service (see text) offered in two sections one giving ratings, composition, sets-in-use, etc. and the other a brand share index covering 20 individual product categories.

Times measured: Daily 8 a.m. to 11 p.m., EST; Sundays 12 noon to 11 p.m.

Techniques: Telephone coincidental based on approximate samples of from 1,000 to 2,000 tv homes (depending on length of programs) in each of the 20 cities.

Extras: Special overnight reports; special market studies on both radio and tv; QRI service on market research, tv commercial effectiveness data, consumer reaction, print media studies.

At Trendex they'll tell you that every step they've taken in the past year is along "the road out of the ratings woods." The step they took this week goes far toward bearing out their claim. The new Trendex City Tv Reports for 50 markets now under way with the first issue slated for early November is a giant stride in the direction of qualitative research for advertisers, agencies, and tv stations.

The City Reports will be produced in two sections; here is what each will cover:

- Section I: This report will cover the usual "numbers" data—sets-in-use, ratings, audience composition for each market.

- Section II: This section will contain, for each market, a brand share index for 20 individual product categories. For example, it will now be possible for a cereal advertiser to check the relative position of his brand against competitive brands in each of the Trendex markets; it will furnish a continuing check on both his mar-

THE RATINGS SERIES

This series which began last week is scheduled in following issues:

The Pulse	20 Sept.
ARB	27 Sept.
Trendex (this week)	4 Oct.
Vidcodex	11 Oct.
C. E. Hooper	18 Oct.
A. C. Nielsen	25 Oct.

keting strategy and media. For the tv stations, the brand share index will no doubt become an effective sales tool since they now can point out to an advertiser a specific situation where his brand is a weak seller and may need support.

The reports are being sold as a pair or separately. For stations, the per market cost of both Section I and Section II as a package is \$1,000. The cost for either Section I or II separately is \$700. For agencies and advertisers, naturally a different price prevails since they will be buying all or most of the markets as a package.

The 50 new markets into which Trendex is moving to furnish city reports are by no means the 20 markets which they now cover on a national net basis. For the locals, they begin with metro market No. 31 (after Nielsen's 30th); next year they will probably be adding the top 30 markets for a total of 80.

Each product category in the brand index will have a sampling of about 1,000 interviews per market. Reports will be published by Trendex within 20 days after field work. Within each market, each product category will be covered about twice a year.

The whole idea for this new coverage was triggered by the biggest individual survey that Trendex ever conducted for an individual subscriber. This was a study for a principal agency for one of the major tv advertising clients during the past spring. It encompassed a 250,000 home survey to determine the activities of housewives, husbands and children whether viewing tv or not. The study, unlike most Trendex surveys, was stratified by such categories as age groups.

Response from the agency and client was enthusiastic; the study excited the whole industry. As long as Trendex was on the phone anyway asking some family what they were watching, there was nothing to prevent questions touching on such pertinent data as brand preferences and other qualitative information.

The brand index, which could offer all advertisers an indication of media effectiveness, was a natural outcome. (Some individual surveys ordered by a client have been known to consume 20 or more minutes; actually the housewife who has been told this is a *national* tv survey can become quite vocative, particularly if she jumps to

the conclusion that here is the way to better tv-viewing fare).

Trendex, after the initial burst of excitement, worked closely with top agencies and clients in developing the new brand index service. A month ago, the whole idea was presented at a meeting in New York's Biltmore Hotel to some of the key station reps. The response on the part of the sellers of time matched the enthusiasm of the buyers.

Introduction of the 50-market city reports is by no means the extent of Trendex plans for 1959. By some time next year, they expect to add the top 30 markets to the city reports. As for

the national Tv Program Popularity Reports. February may see the present 20-city list enlarged to 25 or 30.

The beginning of Trendex goes back to July 1951 when C. E. Hooper Co. sold out its network report services to A. C. Nielsen Co., causing a pair of young Hooper executives to decide that their future lay in starting their own reports for tv. At Hooper, the pair shared the same office; today at Trendex Fifth Avenue headquarters, they still do—Edward G. Hynes, Jr., as president, and Robert B. Rogers, as executive vice president.

Using the technique established by
(Please turn to page 51)

THE TELEPHONE COINCIDENTAL

1. Trendex is about to survey one of its 20 markets which are regularly reported in its tv program popularity report.
2. Interviewers in that market (there are 3,000 such interviewers across the country) are alerted and advised of which hours are to be covered.
3. Interviewers set up their random sample. Trendex interviewers are personally trained in the phone survey by Trendex. They are frequently briefed, constantly checked. They are for the most part housewives with husbands who don't object to their evenings being spent at the telephone and families small enough not to demand their attention; many, in fact, are shut-ins or cripples. Trendex chooses them for their sense of responsibility, trains them in phone courtesy. The way an interviewer selects a sample is to quarter the local telephone directory. She then makes up a list starting with the first four names in each quarter; then she picks the next four names, and so on. In this way the same respondent is not called again until the entire local phone directory has been gone through.
4. The interviewers are still checked by a process known as "nickeling" which derives its name from the old radio heyday when a phone call cost a nickel. A Trendex supervisor calls the interviewer, content when he gets a busy signal which indicates she is on the job. When he does reach her, he asks who were the last three homes she called, then checks them out to make sure they were called.
5. Interviewer asks each person, "Was anyone in your home looking at tv just now?" "What program, please?" "What is advertised?" "What station, please?"
5. Reports to these questions are sent to Trendex home office.





Scenes above are taken from one of the filmed commercials for French's Instant Mashed Potato. Termed "complete, convincing, close-packed and smooth-flowing," they show how easily product is made, plus acceptance by "critical" consumer, a baby. Package I.D. is strong

French's terrific tv sales success

- ✓ French's Instant Potato, a product needing both introduction and demonstration, began tv last year
- ✓ In one year, network and spot tv have built an overall sales gain of 250%, and increased distribution

One of the outstanding grocery successes of this or any other year, is a product that has had only one year's advertising support—French's Instant Mashed Potato, produced by R. T. French Co., Rochester, N. Y.

Name a criterion for grocery success, and FIP has achieved it: 100% distribution in major grocery chains; an average sales increase, in major markets of better than 100%; admission to the chain store "magic circle" products selling a case or more a week per store.

There is, in an examination of the product's marketing strategy, a striking lesson for every grocery advertiser. It's simply this: a well-planned tv campaign, backed with the heavy artillery of frequent exposure, will produce sales.

Assuredly, this desirable result must

be premised on a quality product. In this case the product met quality standards easily. The marketing hurdle was one of introducing not only a new brand but a relatively new product, and the problem was one of both introduction and education, and the ad medium had to meet both needs.

So last fall, FIP took to network tv on a regular scheduled basis, with a 52-week contract. The results are summarized in a letter sent out in August to CBS TV affiliates throughout the country. Signed by French's account executive at J. Walter Thompson, the letter begins:

"Do you get many letters from happy network advertisers? Well, this group probably isn't as vocal as they might be, but one of them—our product—French's Instant Mashed Potato—is

genuinely pleased with the selling job you have done since our sponsorship began last October.

"In arcas where CBS network daytime tv was the only advertising medium used, our sales have increased to 244% of last fall's pre-promotional level. The combination of a quality product and network tv has been an outstanding success."

In addition to last year's network activity, FIP also ran a spot campaign in the top 17 markets for 13 weeks. The combined effort of the year-long net campaign plus the 13-week spot push effected the FIP success story.

The product was introduced shortly after the war, in 1946. Shelf life and packaging were major problems at that time and product had limited distribution.

In 1954 a nitrogen process was developed which answered both objections; improving quality and extending shelf life. R. T. French then began gathering distribution, without any advertising support, relying simply on its own salesmen.

The first promotional efforts began some time later, with tests in a few major markets, using various combina-

tions of media. The intent of these tests was twofold: to find out how far sales for this new product could be pushed and what medium or combination of media was most effective.

While all of these were efficacious, the most significant test occurred in Philadelphia where tv alone was used. The sales result came as a surprise to the entire firm: a 370% increase in sales! Normally a staggering increase of this scope is often followed by a tremendous drop when promotional pressure is eased. Such was not the case; sales levelled off at a 250% gain, and stayed there.

This Philadelphia test ran for 13 weeks, with a schedule of daytime announcements. Being the most conclusive, this test became the basis for the national program, and was used to make sales estimates and budgets for other markets throughout the country.

Last year's major buy was the CBS-TV network for four programs: *House-party*, *Verdict is Yours*, *Edge of Night* and *Love of Life*. These shows are carried on as many as 96 stations of the network, are all quarter hour, and run five days a week, Monday through Friday. French has alternate-week sponsorship for a segment of each. The net result is major sponsorship of two quarter hours a week, with cross-plugs on two more.

French, like most grocery manufacturers, is reticent about revealing its advertising expenditure figures. By SPONSOR estimate, the total would be in the neighborhood of \$2 million an-

nually for the year, with the network portion running, perhaps, \$1.3 million, with the tv spots accounting for the rest. Virtually no other advertising was used. This coming year, with a planned increase in supplementary spots, the total will undoubtedly be somewhat higher.

When the heavy national advertising expenditure began, sales results soon indicated that Philadelphia was not an isolated case. Other markets too, showed phenomenal sales gains in the first six months; e.g. Cleveland, 620%; Pittsburgh, 570%; Boston, 450%; St. Louis, 430% and San Francisco, 200%.

New York was even more spectacular. Before the national campaign began the product was in a relatively weak position in the New York market. To stimulate acceptance the company added a full-price refund offer in that market only. The result of the network advertising, plus spots, plus the offer, combined to push sales up 670% in six months! New York is now one of the company's better markets.

What accounts for this fantastic growth pattern? Sound, consistent advertising, certainly. Another factor, suggests W. R. Knott, president of Atlantis Sales Corp., the R. T. French sales arm, "is a basic acceptance of an instant product that does not resemble the wartime substitute reflected in powdered eggs, if you will. The cooperation of the grocery trades in displaying the product and promoting it as a real
(Please turn to page 52)

Guess who?

Because it's edited for bright, knowledgeable executives who don't have to have everything spelled out for them, SPONSOR frequently abbreviates well-known names. It's crisper, quicker to write BBDO than you know what.

Recently, however, a friend of ours from outside the ad business picked up a copy of SPONSOR which contained no less than 40 of these truncated patronyms, and shook his head sadly.

"It's more confusing than Greek, Arabic, or those old New Deal agencies," he told us, rebukingly. We contend, though, that for insiders it's as simple as ABC (tv or radio), and to test our theory we've put together this First SPONSOR Quiz (SQ-1). How many of these can you identify:

- | | |
|-----------|-------------|
| 1. AB-PT | 16. K&E |
| 2. ARB | 17. L&N |
| 3. ARF | 18. LNA-BAR |
| 4. B&B | 19. MBS |
| 5. BOA | 20. MCA |
| 6. CNP | 21. NCS-3 |
| 7. DF&S | 22. PIB |
| 8. DCS&S | 23. P&G |
| 9. EWRR | 24. RAB |
| 10. FCC | 25. SRA |
| 11. F&S&R | 26. SSCB |
| 12. GB&B | 27. TPA |
| 13. H-R | 28. TvB |
| 14. ITC | 29. W&L |
| 15. JWT | 30. Y&R |

There are two or three sleepers in this list, and all of them, of course have been lifted out of context, and they are therefore a little harder to identify.

However, we believe that anybody who is really hip or hep about air media advertising (which includes all SPONSOR readers, naturally) should be able to translate at least 27 out of 30 quicker than you can say FC&B, W&G, and ANA.

The answers? No, we're not going to waste space printing them. If you have any difficulty with SQ-1, give us a ring at MU 8-2772, or drop us a line at 40 E. 49, N. Y. 17.

Introducing the Idaho potato product are (l to r), W. R. Knott, president, Atlantis Sales Corporation; Idaho Governor Robert E. Smylie and J. D. Cockcroft, French Co. president





He: Recognize that tune?

She: Sure, it's the Iced Tea Song.

He: It's great.

She: So's Iced Tea—

*Why don't you have iced tea more often,
Doesn't that thought strike you just right?
Why don't you have iced tea more often,
Why don't you have iced tea tonight?*

Charles Dering, Richard Wold of Leo Burnett, were responsible for National Tea Council campaign, and "Iced Tea Song," go over musical arrangements before recording

Tea spots win 1st,

❖ **Leo Burnett's Tea Council campaign gets top award in poll of 2,000 air media experts on 225 candidates**

❖ **Tetley Tea commercials by Ogilvy take second honors; better production, more know-how characterizes entries**

A study of the 10 top prize winners in the current Spot Radio Commercial Survey, recently completed under the sponsorship of John Blair & Co., reveals important and significant trends in the creation, production and use of radio spots by leading national and regional advertisers.

With more than 2,000 advertising and broadcasting executives participating in the voting, and more than 225 campaigns nominated, first place was won by the National Tea Council's

"Iced Tea Song" commercials prepared by Leo Burnett, while another tea account, Tetley's, was runner-up with its tea-taster series originating at Ogilvy, Benson & Mather.

Third place went to Winston (Esty), fourth to Pepsi-Cola (Kenyon & Eckhardt), fifth to Budweiser (D'Arcy) and sixth to Slug-a-Bug (Wesley Associates, Inc.). Four other campaigns won regional honors: Pepperidge Farms (Ogilvy, Benson & Mather), Busch Bavarian Beer (Gardner),

Hamm's Beer (Campbell-Mithun) and Butter-Nut Coffee (Buchanan Thomas).

Late last week SPONSOR reviewed the tapes of these prize winning announcements and noted the following significant trends and developments in spot radio techniques:

- *More careful comprehensive production* of commercials for spot radio. National Tea Council, for instance, uses a full orchestra in its one-minute announcements. Other prize winners employ star names and carefully planned production angles.

- *More generous budgets.* It's estimated that spot radio leaders are spending \$10-15,000 per series for radio commercial production.

- *Less clogging and packing* of material into the one-minute form. Almost without exception, prize winners' commercials seem relaxed, easy. There's

A TYPICAL TETLEY TEA TASTER COMMERCIAL



George De Coo, copywriter at Ogilvy, Benson & Mather, is given full credit by Tetley for developing the Mr. Dimes series. The Tetley jingle, "Tender Little Tea Leaves" is used fore and aft the Dimes dramatization

(JINGLE)
(TELEPHONE RING. ECHO CHAMBER SOUND EFFECT OF OPERATOR'S VOICE)

OPERATOR: Hello, this is the overseas operator. I have a call for Mr. Albert Dimes, the Tetley Tea Taster. Is he there?

MR. DIMES: (ENGLISH ACCENT) This is Dimes, hello . . . Edwards? . . . did you get the tea?

EDWARDS: (ECHO CHAMBER EFFECT) Yes, Mr. Dimes, but those tiny tea leaves are hard to find. I've tramped through hundreds of plantations, from Dembula to Bogatwani, and . . .

MR. DIMES: I know, Edwards, but those tiny tea leaves are the secret behind Tetley's richer flavor.

EDWARDS: Yes, sir, but . . .

MR. DIMES: They can only be used in tea bags.

EDWARDS: But . . .

MR. DIMES: That's why we say Tetley Tea is especially made for tea bags.

EDWARDS: Yes, sir.

MR. DIMES: Edwards, pay the bandits what they want, but get the tea.
(SOUND OF TELEPHONE CLICKING OFF AND BEING REPLACED ON CRADLE)
(JINGLE TAG)

2nd places in radio vote

no jamming of hard sell copy, name mentions, jingles, and slogans into an overpacked 60 seconds. Contest winners get extra commercial impact by providing listeners with "breathing space."

- *Keynote is friendliness.* Conspicuously absent from top 10 circles are the old fashioned "punch"-type commercials with gravel-voice announcers socking the sell to helpless listeners. Modern spots feature warm, friendly personal feelings.

- *Those with know-how use radio well.* Unmistakable impression to be derived from listening to these prize-winning commercials is that those agencies and advertisers who really understand the medium use radio superlatively well.

Obviously the tea industry is radio-wise as its two awards testify. Both

the National Tea Council and Tetley build their entire programs around spot radio campaigns.

Equally significant is the fact that Anheuser-Busch placed two winners in the top 10 through two different agencies. (Budweiser through D'Arcy, Busch Bavarian through Gardner).

Reynolds Tobacco, an award winner with Camel in two previous surveys conducted by Blair, came through this time with its Winston campaign, to prove its own (and Esty's) radio proficiency. And it's noteworthy that Ogilvy, Benson & Mather garnered two of the top 10 spots with its campaigns for Tetley and Pepperidge Farms.

Other highlight of the competition: the industry votes were correlated with consumer preferences through a special Pulse study which showed that ad-

vertising and marketing men's balloting followed almost exactly those of typical radio listeners.

On the Pacific Coast, which has probably more good radio commercials than any other section of the country, sectional voting showed a strong preference for the Beechnut Coffee series with its provocative "What have they got in Omaha?" theme.

For Pepsi-Cola, Budweiser, and Winston, their prize-winning radio commercials are integral parts of massive all-media campaigns. Pepsi uses radio to plug its new "Be sociable" song, Budweiser to promote its "Where there's life, there's Bud," and Reynolds as keystone of a strong 52-week saturation policy. Reynolds' products are rotated during the year, with one brand at a time getting the entire weight of its powerhouse program.

RADIOACTIVE WEATHER — BOOM ON THE COAST, BUT A BACKFIRE IN MANHATTAN

Since almost the beginning of radio, listeners have turned to "The Weatherman" to determine whether to polish up the family jalopy or go on that picnic. Television has popularized the "weather girl," but on the audio side, at least, the radio weatherman survives.

How this radio weather man serves his station and his community and what pitfalls await him in the pursuit of his daily bit, are demonstrated by two simultaneous stories, one from the West Coast, one from the East.

In New York City, last week, the Weather Bureau found its emergency warning service worked only too well. An imaginary forecast of a blizzard along with 10 temperatures was formulated and sent out to see how quickly such a message, could be handled by the local radio stations.

The bulletin was supposed to be heard only on a closed circuit hook-up, but at WRCA, someone pushed the wrong button.

At 2:46 p.m. on 25 September, a WRCA announcer cut into the *Affairs of Dr. Gentry* program to tell of a frigid blast of air moving in from Canada bringing heavy winds and a dangerous drop in temperature that was likely to produce "one of the worst blizzards in years."

Despite the pleasant September day with actual temperatures in the high 70's, WRCA was deluged with phone

calls from persons who hadn't given thought to such things as fuel oil or anti-freeze.

Out on the West Coast, meanwhile, Seattle had been sweltering in a drought and heat wave that had lasted for nearly a month and a half.

At station KOL, two disk jockeys—Ray Hutchinson and Art Simpson—decided to do something about it. They recorded on tape some genuine Navajo Indian rain chant prayers complete with tom-toms, and began airing them at half-hour intervals. They even went so far as to procure their own tom-toms and heat out improvisations on the original chants.

One morning in last August, the rain suddenly began to fall; in the name of KOL, the d.j.'s immediately took tongue-in-cheek credit for the miracle. The listeners were duly impressed.

Just about the time everything looked nice and wet and Seattle was ready to concede that KOL was something just short of necromancy, came the Labor Day weekend.

Forgotten was the hot, dry summer. Hundreds of calls came into the station asking the amateur rainmakers to cut it out—at least for Labor Day.

KOL suddenly found itself between wet and dry. The two d.j.'s that started the whole thing thought quickly, played the tapes backwards. Result: A fair week-end with no rain until late Monday night.

Water, please: Disk jockeys Ray Hutchinson (l) and Art Simpson of KOL, Seattle, claim to have ended that area's longest, driest summer in 40 years with an Indian rain chant



Radio

▼ Appeals to Mexican, Indian, Canadian and Negro groups give volume lift to Karl Shoes

▼ With 300 outlets in 14 states, the chain has "gone back to radio" for big sales

It's not unusual for a shoe retailer to use radio to reach customers. But Karl's Shoe Stores, Los Angeles, uses radio to reach markets *within* markets.

"The value of radio for reaching specific audiences," explains Emil Reisman, account supervisor at Ross/Reisman, Los Angeles, "is that it's a personal medium, well-suited to creating a conscious image of friendliness and willingness to serve."

Harry Karl, owner of the chain which has 300 outlets in 14 western states, echoes the relief this way: "We've probably never been able to get so close to the people we want to impress with the image of Karl's, as with spot radio aimed at ethnic, racial and sociological groups, as well as the general market."

Karl's uses a variety of custom spot buys to reach the various markets. For instance there are heavy schedules directed toward Mexicans during the summer fruit-picking season in California's San Joaquin Valley. For three Canadian holidays—Dominion Day, the Queen's Birthday and Boxing Day—schedules in the Northwest are beamed toward Canadians crossing the border for the holidays. Through spot, Karl's also reaches the large Negro market in Los Angeles, Mexican-American population centers, the Indians of the Southwest, as well as other sociological groups.

"True volume selling," says ad manager Harry Samenow, "can only be done with real value to the consumer if we go to specific consumer groups with their budgets and tastes in mind."

Karl's does use some tv and is, in fact, a charter sponsor on the KCOP *George Jessel Show* in Los Angeles. Radio is an excellent medium for selling a sale or other promotional event," agencyman Reisman explains, "but its uses for selling specific pieces of mer-

minority markets" boost shoe sales



Discussing Karl's Shoe Store strategy of advertising to minority markets through spot radio are, seated, Harry Karl, president; with, (l to r), standing, Emil Reisman, Ross/Reisman; Harry Samenow, Karl's ad manager; Bill Beifus, merchandise manager and Jon Ross, Ross/Reisman

chandise are limited—unless they are widely known by common names, such as saddle oxfords, gym shoes, nylon hose or skimmer flats, for instance. A unique pattern or design, that's not widely known, calls for graphic demonstration," he adds.

But while tv's appeal is general, and it has a value for demonstration, it's in radio "that Karl's gets down to specific audiences." Radio is used in 37 markets, with its budget percentage varying with the local situation.

"A 250-watter in the Southwest may cover three towns," Reisman notes, "in which case it becomes our basic ad medium for the retailer. Preference of store managers for radio grows as you move toward the Rocky Mountain states," he notes. Idaho, Montana and Utah, including Salt Lake City, are 100% radio. Both 30's and 60's are used.

Here is how the campaign is broken down by national groups:

Mexican Nationals and Mexican immigrants: One of the two Mexican Independence Days, on 15 September, falls midway in the chain's back-to-school promotion. Copy in Spanish calls attention to both events.

A total of 14 stations are used, in New Mexico, Arizona, Southern California and some in Mexico. Additionally an English-speaking d.j. in Los Angeles is used, because younger Mexican-Americans consider English their primary tongue in metropolitan areas. For the most part, the times selected for the spots were between 7 a.m. and 5:30 p.m.

Canadian Nationals: Stations in Montana, Idaho and Washington are used during the three to four days preceding Canadian holidays.

Indians: The Indians in the Southwest are reached through broadcasts in Zuni, Hopi and Navajo over KGAK, Gallup, N. M., the "Indian Capitol."

Negroes: Karl's directs 15% of its

advertising in Los Angeles toward the Negro, the same percentage used for the Latin American population. "We use time more readily than space to reach the Negro in the L. A. market," Reisman says.

"As with other ethnic and racial groups," he explains, "we want to let the Negro know specifically that Karl's wants his business. We do this with advertising directed specifically at him.

Karl's has been advertising its benefits—quality, low price, convenient locations—via radio for many years.

Use has tended to decline during this decade, however, in favor of newspapers. It wasn't until about 18 months ago that the chain came back to radio with a splash, to seek out the minority markets aggressively.

Sales results since then have been steady. "No doubt about it," says Harry Karl, "we're happy to be back in radio, and it looks like this time we're in it for good."

Can off-beat animated commercials really sell a mass

With the increased use of more highly stylized commercials, three experts discuss whether the off-beat really sells a mass market.

Arthur Bellaire, vice president in charge of tv & radio copy, BBDO, N. Y.



Humor can sell when it's relevant

If they can't, quite a few advertisers are throwing money down the well.

The answer is "Yes."

If I interpret the term "mass products" accurately, these are probably the products that need it most because certain categories have sales points that are so similar. How is one's tv campaign to stand out from another's? By purposely looking different is one solution.

"Off-beat" is a pretty loose word, too. More often than not, it involves humor. Most people like to laugh. Humor can sell them as long as it's relevant.

It's easy to answer, "Off-beat animated commercials can sell mass products if the commercials are skillfully conceived and properly executed." And it's true. But don't underestimate the value of *high frequency*. Some of the off-beat commercials now on the air are pretty horrible. Yet the public has seen them so much they've come to accept them. And certain ones, so the stories go, are really moving products.

I would list the advantages of the off-beat approach as follows:

1. It allows more area in which to look different.
2. It's generally pleasant and easy to watch.
3. It's usually simple—and here lies its greatest value. The basic theme line can be repeated and repeated.
4. It sticks in the mind.

5. It appeals to all ages.
6. It wears well, probably improves with repetition, so the advertiser can get plenty of mileage from his production investment.

Disadvantages:

1. The viewer may hesitate to take it seriously.
2. It limits the scope of the sales story.
3. It often softens the competitive tone of the commercial.
4. It usually represents a greater initial production cost.
5. If not carefully handled, it may lower the public's regard for the company.

There is still room for more good off-beat animated commercials than we are now seeing. It may not always be obvious to the advertiser when to follow this course. But it is obvious to him when he should not.

Ed Graham, president, Goulding-Elliott-Graham Productions, Inc., New York



They certainly haven't hurt Piel's

I have only worked on two television campaigns which have gone on the air so far—one for Piel's Beer, through Young & Rubicam, which started in 1955; and a second for the Ward Baking Co. (Tip-Top), through J. Walter Thompson, which started in 1957.

Both of these campaigns have resulted in definite sales increases, and both are for mass products. Sometimes a friend will tell me that they have heard a rumor that "Harry and Bert don't sell beer." If the rumor is true, then Steve Schmidt, Piel's advertising manager, is the greatest philanthropist in the history of Brooklyn. Obviously Harry and Bert do sell beer. They have helped Piel's set sales records each of the last three years.

Piel's and Tip-Top have also increased their shares of their respective markets.

But these are the only two animated campaigns I can vouch for. However, this fall G-E-G has produced three new animated campaigns which are either just about to go on tv officially or be tested locally. One campaign is for a West Coast product called Andersens Soup, handled by Bryan Houston. Another is a second Bryan Houston account, Nescafé. The third is a J. M. Mathes account for Economics Laboratory (New Liquid Soilax.)

But—about that word "sophisticated." Both Piel's and Tip-Top consistently score at the top of the American Research Bureau poll on "best-liked" commercials. And for this reason they are regarded as suspect by some agencies which lean toward the "irritation" school of sell.

Goulding-Elliott-Graham really believes in its ability to sell through animation. When we make a presentation to an agency, we offer to produce commercials for their client at cost, if he will run them in any two test markets of his own choice. If he tells us the test is a success, only then do we submit a second bill. We've been taken up on this. And we're still in business. Is the agency which submitted to its client "They said it couldn't be done!" collecting their 15% now? Or would they too, be willing to wait until the results are in?

Wm. Templeton, v.p. & radio-tv director, Bryan Houston, Inc., New York



Be different for the product's sake

Any type of commercial can sell a mass product. But all other factors being equal, there is much to be said for off-beat animation . . . or for that matter, off-beat anything.

Market ?

The important thing is to be different for the product's sake. If you can get across your sales message, and at the same time do it in a highly original manner that is compatible with the product, you're way ahead of the game.

And adding humor? If it's the type that doesn't detract from your selling story, but rather enhances the warm feeling the customer will have for your product, so much the better.

But to get back to the specific question, "Can an off-beat animated commercial really sell a mass product?" the answer is, with the qualifications stated above, an emphatic *yes!* We at Bryan Houston, Inc. have always worked on that assumption, and an excellent case in point is our recent and continuing campaign for *Maypo* cereal. Here was a mass product that needed a double-edged selling plan.

We had to sell the parents and at the same time sell the youngsters. It sounds simple enough, but on close examination, it's difficult in any commercial to make an effective sales impression on a child and at the same time completely captivate an adult.

In a typical *Maypo* commercial, the scene is set at the breakfast table and the small son, Marky, who is the star attraction, is subjected to typical cajolery from his father to give up his object of attention (an oversized cowboy hat) and eat his breakfast cereal. The father tastes the cereal ("Look, Daddy eats it") and Marky, after seeing his father's delighted reaction, tries it too, shouting, "I want my *Maypo*" at the end of the commercial.

From the viewpoint of the youngsters watching this commercial, they easily identified themselves with Marky . . . not-eating scenes are common to children. The simple but realistic situation, with an actual four-year-old child's voice for Marky, imparted humor around a human situation related to the product.

Result: Sales in some areas were up as high as 700% after a season's run of this and several other similar commercials in the *Maypo* series.



FOR SALE . . . TO THE DISCERNING TIME BUYER
KJEO-TV serving the billion dollar rich Fresno and San Joaquin Valley now offers you choice program time segments and excellent 10, 20 and 60 second spots that not only give you low cost per thousand but will give your clients **INCREASES IN SALES!** Call your H-R Television man **NOW** for the **HOTTEST** avail.

Nielsen Shows . . .

WSYR-TV Weekly Circulation Tops Competition by 39,170 Homes

The 1958 Nielsen study shows WSYR-TV delivering a vastly greater coverage area . . . more counties where circulation exceeds 50% . . . more circulation nighttime and daytime:

...67,350 More Homes When You Add the Bonus Circulation (28,180 Homes) of WSYE-TV

When you buy WSYR-TV, you also get the audience of its satellite station, WSYE-TV, Elmira.

And finally, if ratings fascinate you: the June ARB report for Syracuse gives WSYR-TV 52.9% of total weekly audience; 63.9% from noon to 6 P.M. Mon.-Fri.; 54.6% from 6 P.M. to 10 P.M. Mon.-Fri.; 71.8% from sign-on to 6 P.M. Sundays.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WSYR • TV

NBC
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

NOW AVAILABLE!

Brochure Containing
COMPLETE DETAILS OF
WVET'S EXCLUSIVE,
PHENOMENALLY
SUCCESSFUL TOP VALUE
STAMP PROMOTION
PROGRAM

For Information
Contact: **BILL SCHUBERT**

WVET RADIO

ONLY Station In The Nation
That Gives TOP VALUE Stamps!

17 CLINTON AVE. SO.
ROCHESTER 4, N. Y.

ALBUQUERQUE • ATLANTA • BALTIMORE
BANGOR • BAY CITY • BIRMINGHAM • BIS-
MARCK • BOSTON • BRISTOL • BUFFALO
CEDAR RAPIDS • CHICAGO • CINCINNATI • COLO-
RADO SPRINGS • COLUMBUS (Ga.) • COLUM-
BUS (Ohio) • CORPUS CHRISTI • CLEVELAND
DALLAS • DAYTON • DAYTONA BEACH • DES
MOINES • ELKHART • EL PASO • ERIE
FORT MEYER • FORT WAYNE • FRESNO
GRAND JUNCTION • GREEN BAY • HARLIN-
GEN • HARTFORD • HOUSTON • INDIANAPOLIS
JACKSONVILLE • JOHNSTOWN • KANSAS
CITY • KANSASVILLE • LANSING • LOS
ANGELES • MEMPHIS • MIAMI • MINOT
MONROE • NASHVILLE • NEW ORLEANS
NEW YORK • OMAHA • ORLANDO • OTTUM-
WA • PEORIA • PETERSBURG • PHILADEL-
PHIA • PHOENIX • PITTSBURGH • PORTS-
MOUTH • PORTLAND (Me.) • PRESQUE ISLE
PROVIDENCE • PUEBLO • QUINCY • RAPID
CITY • ROANOKE • ST. JOSEPH • ST. LOUIS
ST. PETERSBURG • SALT LAKE CITY • SAN
ANTONIO • SCHENECTADY • SCRANTON
SIOUX FALLS • SPRINGFIELD (Mo.) • TAMPA
TEXARKANA • TWIN FALLS • VALLEY CITY
WASHINGTON, D.C. • WILMINGTON • WILKES-BARRE
WHEELING • WICHITA • WILKES-BARRE
WILMINGTON

**81% of all U.S. TV Homes
are now covered by
this new approach to
SPOT television**

National and regional spot buys
in work now or recently completed

SPOT BUYS

TV BUYS

Chesebrough-Ponds, Inc., New York, is preparing a campaign for its Vaseline brand products. The schedule starts late this month for five weeks. Minutes during late night segments are sought especially news, sports and feature films, to reach a male audience. Frequency depends upon the market. The buyer is Tom Hollingshead; the agency is McCann-Erickson, Inc., New York.

Lever Bros. Co., New York, is planning a campaign for top market for its Handy Andy detergent. The schedule starts in early November runs for 52 weeks. Daytime minutes and chainbreaks and nighttime chainbreaks are being placed; frequency depends upon the market. Bernie Rasmussen; the agency is Fuller & Smith & Ross, Inc., N. Y.

General Foods Corp., Maxwell House Division, Hoboken, N. J. is kicking off a campaign for its Instant Maxwell House Coffee. The campaign starts this month; minutes, chainbreaks and I.D.'s during nighttime slots are being scheduled. Frequency varies from market to market. The buyer is Grace Porterfield; the agency is Benton & Bowles, Inc., New York.

The Pharma-Craft Corp., Inc., Cranbury, N. J., is going into major markets to push its Coldene cold medicine. The 12-week schedules start this month. Daytime minutes and chainbreaks and nighttime I.D.'s are being used; frequency depends upon the market. The buyer is Frank Martin; the agency is Cunningham & Walsh, Inc., New York.

RADIO BUYS

Glamur Products, Inc., Syracuse, N. Y., is going into top market for its Easy Glamur products. The campaign kicks off this month runs for six weeks. Minutes during daytime slots are being placed; frequency varies from market to market. The buyers are Tom Flanagan and Don Green; the agency is Grey Advertising, New York.

The American Tobacco Co., New York, is planning a campaign for major markets throughout the country. The schedules start in mid-October, run for six weeks. Minutes and I.D.'s during daytime segments are being placed; frequency depends upon the market. The buyer is Jack Canning; the agency is Sullivan, Stauffer, Colwell & Bayles, Inc., New York.

Sterling Silversmiths Guild of America, New York, is entering major markets to promote to use of silverware. The 10-week campaign starts this month. Minutes and I.D.'s during daytime slots are being scheduled, with frequencies varying. Commercial's pitch aimed at newlyweds and teenage women, is that it's modern to use silverware for all occasions, not just for company. The buyer is Bernie Rasmussen; the agency is Fuller & Smith & Ross, Inc., N. Y.

The Wheatena Corp., Rahway, N. J., is kicking off a campaign in top markets for its Wheatena. The schedules start this month for 10 weeks. Minutes during daytime slots are being aired; frequency varies from market to market. The buyer is Steve Semons; the agency is Cunningham & Walsh, Inc., New York.

SPONSOR'S 5-CITY TV/RADIO DIRECTORY

1958-59 Edition

New York

Chicago

Detroit

Los Angeles

San Francisco

25c

PERSONAL COPY OF

get
your
copy
FREE

Now — SPONSOR brings you the first pocket sized 5-city TV/Radio Directory. Easy to use. Easy to take with you when you're traveling.

Every important name and address in air media is listed in it. By categories you will find networks and groups, representatives, agencies, advertisers, commercial film producers, tv film program sources, miscellaneous film services, music and radio services, research, surveys, and promotion companies, trade associations, hotels, admen's eating directory, airlines and railroads, news services and trade magazines.

It's the most comprehensive little book of its kind in the field. We'll be happy to send you your personal copy on request with our compliments. Additional copies are 25c each.

SPONSOR

THE MAGAZINE RADIO AND TV ADVERTISERS USE

NEW YORK 17—	40 E. 49th	• MUrray Hill 8-2772
CHICAGO—	612 N. Michigan	• SUperior 7-9863
LOS ANGELES—	6087 Sunset	• HOLlywood 4-8089
BIRMINGHAM—	Town House	• FAirfax 4-6529

P.S. Don't forget to call on us
next time you're in town.

TV RESULTS

AUTOMOBILES

SPONSOR: Patten Edsel Company

AGENCY: Direct

Capsule case history: Patten Edsel Co. never advertised on tv until July, 1958, when William Patten, pres., purchased 20 nighttime spots on WRGP-TV, Chattanooga, Tenn. The announcements were devoted half to his repair service and half to sell new cars. The auto company employed two different spots on repairs; a film emphasized "all make" service, and the other a live announcer with rear screen projection of the shop. The auto sales spots stressed the quality of the cars by displaying three models with a live announcer. Immediate results were obtained. Following the announcements numerous phone inquiries were received regarding service, plus jobs from customers who had actually left their tv sets to come in for repairs. On Friday and Saturday of the same week, Patten Edsel's service department was swamped with customers. Traffic was so heavy that the shop had two crews working and still could not handle all the business.

WRGP-TV, Chattanooga

Announcements

SUPERMARKET

SPONSOR: Eavey's Supermarket

AGENCY: Direct

Capsule case history: Eavey Supermarket of Fort Wayne, Indiana, has made tv the backbone of its advertising since it opened in August, 1956. At present, the store spends from 60 to 65% of its advertising dollar in tv. Presently, the store sponsors *News and Weather* on WKJG-TV, Fort Wayne, and two other stations. Eavey first ventured into tv on the eve of his opening day in Fort Wayne, when he and tv star Denise Lor took viewers on a tour of the building, via an hour-long remote telecast. Since then, the "Eavey Girl," has posed in a picture under the facade of the store become a regular visitor to Fort Wayne homes. Eavey uses three girls dressed as the store's clerks; they enact sales-ladies on seven of the supermarket's nine weekly shows. Eavey claims his store accounts for 20 to 25% of the Fort Wayne food volume. "People don't read the fine print in the newspaper, but on tv, you have a captive audience that sees and hears every word," said Bert Maher, manager of Eavey's. "Money spent comes back many times over."

WKJG-TV, Fort Wayne

Programs

BANK

SPONSOR: First National Bank of Elkhart

AGENCY: Direct

Capsule case history: Elkhart, Ind. recently concluded its centennial, which was celebrated from 13 September through 20 September. The First National Bank of Elkhart purchased a centennial package of half-hour shows on WSJV-TV, South Bend-Elkhart to advertise "old-fashioned bargain days." The plan called for the merchants of Elkhart to display their goods on tables in front of the stores and sell direct from the stands. First National Bank used one live commercial within American Bandstand the day preceding the Centennial to advertise 140 souvenir saving banks on a first-come, first-serve basis, one per customer. On the opening day of the centennial a crowd had gathered waiting for the bank's doors to open. Just 12 minutes after the doors were opened the entire 140 banks were sold. "We could have sold 1,000 if they had been available," said Jack Donis, asst. v.p. "We plan another promotion shortly."

WSJV-TV, South Bend-Elkhart

Packages

TRAILERS

SPONSOR: Eastern Trailer Sales

AGENCY: Direct

Capsule case history: When Eastern Trailer Sales of Norfolk, Va. decided to try television advertising it expected only moderate results. The trailer company purchased three five-minute segments of WAVY-TV's 10:35 P.M. *Weather* Monday through Friday immediately preceding the *Early Late Show*. The cost to Eastern for the four-week campaign was \$1,807. A sample trailer was displayed during each announcement. At the outset of the campaign Eastern had 50 mobile homes in its warehouse. When the campaign concluded Eastern was completely sold out. "We sold 19 trailers without having to pitch people that came in. They merely demanded, 'I want the trailer advertised on WAVY-TV,'" said Dewitt Hobbs, general manager of Eastern. Ninety of the 50 units sold for \$66,000. The other 31 went for approximately \$2,000 apiece. This campaign had an advertising cost of only 2.8% of the gross. The company was forced to cancel all further advertising until it could replenish its stock. As soon as this is done they plan to renew it.

WAVY-TV, Norfolk

Programs

KFDM-TV

Dominates

**BEAUMONT
PORT ARTHUR
ORANGE**



Latest

**PROOF OF
PERFORMANCE**

NCS-3



**Most Counties
... Most TV Homes
... Most Audience
... Daytime... Nighttime... Sign-On to Sign-Off**

KFDM-TV

Beaumont-Port Arthur Orange

C. B. Locke, Executive Vice President & General Manager

Mott Johnson, Sales & Operations Manager

**CBS
ABC**



Peters-Griffin-Woodward, Inc.

WHLI

THE VOICE OF LONG ISLAND

10,000 POWERFUL WATTS

reaching 5,500,000 people ...
at an AMAZINGLY LOW, LOW
COST-PER-THOUSAND!

DELIVERS THE
2nd LARGEST MARKET
IN NEW YORK STATE...
GREATER LONG ISLAND
(NASSAU-SUFFOLK)

GENERAL
MERCHANDISE SALES
\$212,878,000

"PULSE" proves WHLI HAS THE
LARGEST DAYTIME AUDIENCE IN
THE MAJOR LONG ISLAND MARKET.



Represented by Gill-Perna

RADIO NEWS

(Cont'd from page 31)

turned its staff to covering every detail, including:

- Direct line reports from the mayor's office where negotiations were going on, from 8 p.m. to 1 a.m. until the strike started.
- Regular reports on the progress of efforts to settle the strike.
- Frequent coverage of local traffic conditions, with emergency bulletins on available transportation, plus pleas for drivers to form car pools and to offer courtesy rides.
- A direct line report from the union meeting when members finally voted to accept a new proposal from the mayor.

It's no secret, of course, that radio news is a big pepper-upper of ratings; there are many examples where news pulls the audience better than any other type of radio programing. For one, WOWO in Fort Wayne, Ind., has an 8 a.m. news show with a Pulse rating of 11.6—the top show in the Fort Wayne market in any category. And in Cleveland, KYW's Sohio News is the top-rated multi-weekly show.

But more significant is what the change to aggressive news coverage does for a station's over-all standing in its market. In Albany, N. Y., for example, WPTR was a weak seventh in that seven-station market about a year ago. Then the station put on four mobile units equipped with two-way radios, and had them patrol the streets of the tri-city Albany-Troy-Schenectady area. News coverage was stepped up considerably, with on-the-spot reports. WPTR believes that its emphasis on news is one of the major reasons for its fast ratings jump in only a year.

Even a slight change in news presentation can boost ratings. Stephen Machcinski, executive v.p. of Adam Young, reports that it suggested some changes in news delivery (among other programing changes) to one of its stations, KTHI in Houston. The new "sound" of the news, says Machcinski, was partially responsible for KTHI's Hooper climbing from about 5% to roughly 20% in Houston. "Local news coverage on a big scale," adds Machcinski, "is one of the key ways to stand out over your competitors."

Ratings, of course, help sell the news to sponsors, too, though they aren't the only reason. The majority of local news advertisers are oil companies

(among them: Esso, Texaco, Shell Gulf, Sohio, Standard Oil of Indiana Phillips 66, Oklahoma Oil), but the airlines and finance companies are also beginning to buy local radio news.

One of the oldest advertisers on local radio news shows is Esso, which for more than 20 years has sponsored the Esso New Reporter. Esso has separate news shows on 32 stations in 14 eastern states, most of them 10-minute shows, with some fives and some 15's. Esso lets the station handle the gathering and organizing of the news, tries to use those stations which are the most active in news reporting in their respective markets.

William N. Farlie, manager of Esso's advertising and sales promotion operations, says that sponsorship of new shows has earned Esso a reputation for public service. A GMAC advertising executive reports that this desire for local prestige is one reason for GMAC sponsorship of traffic reports on 18 stations on summer weekends.

Among other advertisers who sponsor local radio news shows are National Biscuit Co., Metropolitan Life Insurance Co., Fels & Co., TWA, International Nickel Co., Schlitz Brewin Co., Household Finance Co., Delta Air Lines, and Mueller's Macaroni.

The importance which the broadcasting industry attaches to news is underscored by the publication this fall of an Operation Guide (Broadcasting the News) by the Freedom of Information Committee of the NAB. The guide is being introduced during current NAB fall conferences by Henry Fletcher, president and general manager of KSEI, Pocatello, Idaho, a committee

LINCOLN INCOME LIFE INSURANCE COMPANY BUYS "MACKENZIE'S RAIDERS"

On September 27th we erred in the Mackenzie's Raiders ad that appeared in this magazine. In reporting the Mackenzie's sponsors, a name other than that of the sponsor, Lincoln Income Life, appeared for the Oklahoma City and Louisville markets. This was an error which we hasten to correct.

ZIV Television Programs, Inc.

member, who said at the Sun Valley Conference that "the Guide states that the broadcasters' highest duty is to inform the public, points out that a station's stature cannot be higher than the heights it attains in serving the needs of the public for information."

A related aspect of local news reporting by radio stations is editorializing. According to a recent RAB survey, more than 25% of radio stations today do some form of editorializing. Significantly, almost two-thirds of these started editorializing only in the last year or so.

In some cases, radio stations tie editorials to news shows; in others they are kept separate. In almost every case, though, the aim is the same as the emphasis on aggressive local news coverage: to build community acceptance and boost ratings.

TRENDIX

(Cont'd from page 37)

Hooper—the telephone coincidental—Hynes and Rogers, in October 1950, got out their first Trendix; the following October, the first Program Popularity Report (then for 10 cities). At that time the office staff comprised

Hynes, Rogers, and Mary Smith, another ex-Hooperite and now Trendix vice president in charge of field staff. Today, the administrative staff divided between New York and the Westport, Conn., office (opened February 1957) numbers about 21. Across the country Trendix has 3,000 personally-trained phone interviewers who place 60 calls an hour.

The tv networks were naturally among earliest Trendix subscribers (all three were signed up within two days after announcement of 10-city reports). The first agency client was Ruthrauff & Ryan, first advertiser client (for a special survey) was Tidewater Oil. This year, clients (including stations) run into hundreds, while among agencies and clients, 50 subscribe to the Program Popularity reports and 25 to the Advertisers' Reports.

In 1955, Trendix went from 10-city reports to 15, and last February added another five to bring the total covered up to 20. In its steady march toward the qualitative, Trendix has picked up a subsidiary, Qualitative Research, Inc. (QRI) which specializes in commercials effectiveness measurements, market and consumer studies.

WAPI

Birmingham

soon to be

50,000 watts*

more than ever

The Voice of Alabama

*5,000 Nights

Represented nationally by

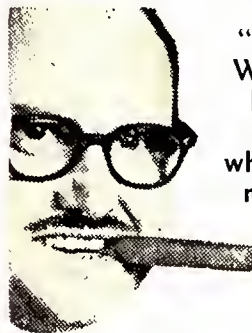
Henry I. Christal

WHAT'S JOE DOING WITH A FIFTH?

An observant Madison Ave. lady writes:

Joe Floyd boasts coverage in four states for his beloved KEL-O-LAND tv hookup. Okay. But Nielsen shows a fifth state as well. (NCS #3 Composite) What gives? Is Mr. Floyd being modest, or doesn't he know his own strength?

Miss M. Hunkifer



"Modest? Who, me? It's Mr. Nielsen who's being modest."

KEL-O-LAND

CBS • ABC • NBC

America's Great 4-State Beam: South Dakota, Minnesota, Iowa, Nebraska—plus!

KELO-TV

Sioux Falls: and boosters

KDLO-TV

Aberdeen-Huron-Watertown

KPLO-TV

Pierre-Valentine-Chamberlain

General Offices: Sioux Falls, S.D.

JOE FLOYD, President

Evans Nord, Gen. Mgr., Larry Bentson, V.P.

REPRESENTED BY H-R

In Minneapolis: Wayne Evans & Assoc.



**"GEE! THIS
SHAMPOO IS SUDSY!"**

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with

WGN-TV
Channel 9—Chicago



The SELLibrated (and only full
powered) station in the
GOLDEN VALLEY
(Central Ohio)

**WHTN
TV**

CHANNEL 13
Huntington-Charleston, W. Va.
serving 4 states and 5 prime cities

A COWLES OPERATION
Get the dollars and cents story
from Edward Petry Co., Inc.

NORTH AGENCY

(Cont'd from page 31)

ready available, product characteristics, packaging, pricing, etc., all integrated with a total creative concept that establishes a selling personality."

North puts a lot of emphasis on psychological motivation methods in the field of creative research. Dr. Saul Ben-Zeev, head of research, has devised a series of practical applications of techniques such as these:

- Group interviewing for pre- and post-testing tv commercials. North has found that although group interviewing provides the advantage of spontaneous response, its major difficulty is in the area of sampling and the effect of dominant respondents. To compensate for this, North has evolved a method by which it tries to pre-establish the biases of any given group.

- A system for screening creative ideas and approaches, allowing North to deal comprehensively and economically with as many as 20 alternate proposed campaigns for a given product simultaneously. The campaigns are compared with each other on 1) the basis of three kinds of quantitative measures (general appeal, commitment to the product through the campaign, and selected scale ratings), and 2) on the basis of qualitative information such as recall, playback, attitude, and implications. This material is then dovetailed so that it leads to definite conclusions about each theme.

- Methods for getting opinions of retail operations also have been evolved by North. Each aspect of the operation and each department of the store is studied. This includes not only consumers' views, but also employee opinions of the customers, management, their specific roles on the job, and their relations to each other, to the customers, and to their management.

"We're interested in consumer goods accounts," comments Walter Heymann, Jr., vice president and director of merchandising and sales development, "Not only established successes, but new products and products which have yet to reach their potential. Here's how we size ourselves up:

"Being a young agency, we're small enough to offer the active attention of our principals.

"But on the strength of our past record, we have stature and big buying power, offering experience to clients in the highly competitive network and spot tv field."

FRENCH'S SUCCESS

(Cont'd from page 39)

family food was also a major factor."

To stimulate this basic acceptance, the company's agency, JWT, devised an excellent series of commercials, characterized in SPONSOR's (16 August) Commercial Commentary as "complete, convincing, close-packed with a smooth-flowing sales pitch. And the beauty of it is—it looks so easy."

The same copy platform, and commercial approach will be retained this coming year via the network and expanded spot tv routes. In addition, a promotion will be added beginning today (4 October) and running through 1 November. It features a stainless steel spoon and fork serving set, from Sweden, with a \$5 retail value, that will be offered for \$1.50 and a boxtop. Peak tv saturation days for the promotion will be 23 and 24 October.

To encourage maximum participation in the promotion, JWT is providing all of the stations being used with merchandising aids, including a product fact sheet, a fact sheet on the premium, art work for use in promotional material, sample commercial scripts, suggested lead-ins for live commercials and formats for use with film clips in live commercials.

The company's success with its new product has been dramatic. It now has better than 80% total distribution, including 100% distribution in all major food chains. Out of four major competitors, it has a market share of about 75%. And it expects its sales for 1958 to be more than double their 1957 level.

Sales of the Instant Potato have provided another bonus for the company. Heretofore its salesmen have handled principally mustard. Though French enjoys a healthy share of the mustard market, consumption is, as with any condiment, somewhat limited. The introduction, and success of this new product, has given French salesmen their first high turnover item.

All of which is proof of tv's ability to introduce and sell a new grocery product, not only at retail, but to the grocery trade as well. Both independent grocer and chain official reaction is "way up over last year," agency officials note.

Notoriously, grocers like proof. What better proof could there be than a substantial cash register gain?

**two
years
older...**



41% BIGGER

**NCS #3 SHOWS 41 PERCENT
INCREASE IN TELEVISION
HOMES FOR KLZ-TV**

**NATIONAL AVERAGE INCREASE
ONLY 19 PERCENT**

**KLZ-TV HAS LARGEST DAILY
— DAYTIME CIRCULATION —
OF ANY DENVER STATION**

**KLZ-TV HAS LARGEST DAILY
— NIGHTTIME CIRCULATION —
OF ANY DENVER STATION**

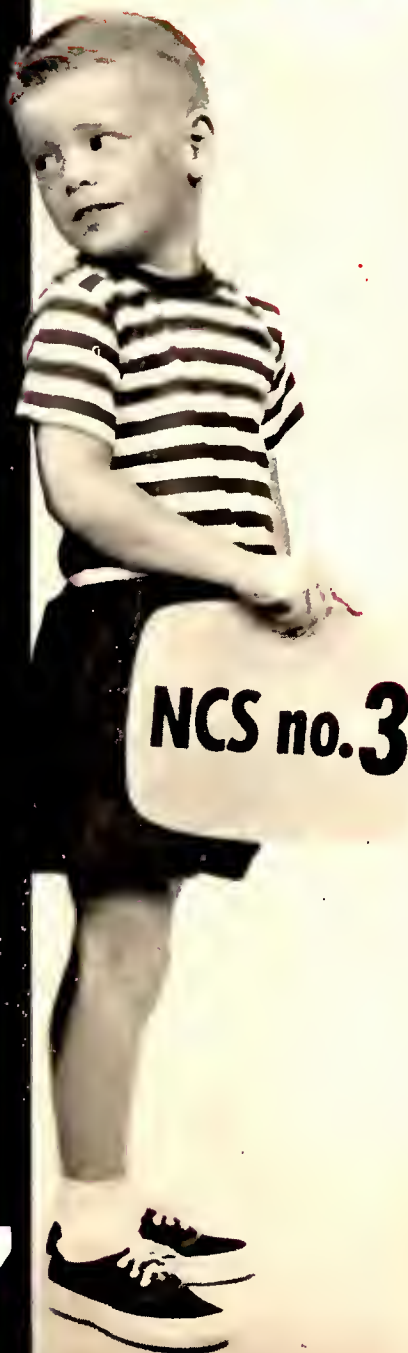
**KLZ-TV NOW SELLING A
41 PERCENT LARGER AUDIENCE
IN THIS RICH BOOMING ROCKY
MOUNTAIN MARKET**



CBS IN DENVER

KLZ
TELEVISION
channel 7

Represented by KATZ Agency



FARM BOY TAKES BUGGY-RIDE!

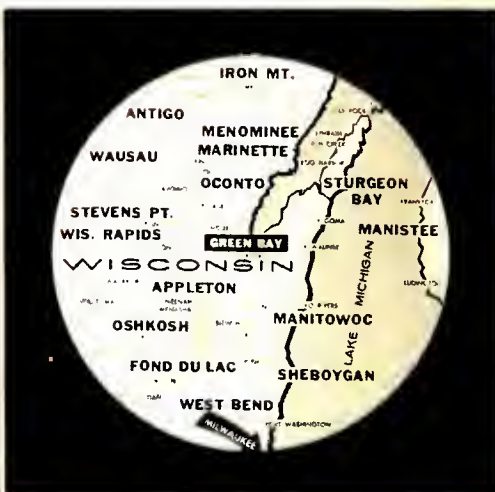
Today's definition of that word "Buggy" is a sporty Convertible. Our farmers, here in the Land of Milk and Money, are identified chiefly by their fat billfolds.

Here's a rich market of small cities and thousands of big dairy farms . . . 42% rural and 58% urban . . . where 1,350,000 folks spend \$1,750,000,000 in retail sales . . . more than 400,000 families enjoying Channel 2-CBS Television.



NATHAN R. EVANS, JR., MGR.

REP. WEED TELEVISION



THE LAND
OF MILK
AND ^MONEY
WBAY ch. 2
GREEN BAY

FILM-SCOPE

4 OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Look for MGM-TV to be the next big film company to move into syndication.

Its parent company, Loew's, has finally set aside enough money for the company to set up a syndicated sales arm.

Next year's production budget for the company is in the neighborhood of \$750,000. The ten shows to be produced will include at least one series for syndication, another on videotape.

This season will mark the heaviest year yet for syndication in Chicago.

The total number of half-hour evening shows on all four channels is a hefty 74. Here's the line-up on each of the four stations:

WBKB (ABC): 7 half hours

WNBQ (NBC): 16

WBBM-TV (CBS): 3

WGN-TV (Ind): 48 (includes all five Kellogg strips).

More than ever this fall, it's the syndicators with the packed merchandising kits that are doing most of the selling.

Leading agencies in New York and Chicago say they've gotten accustomed to being pitched on a series of merchandising possibilities and tend to look with lesser interest at a show that lacks merchandising values.

Block buying of film shows by major tv stations should be taking hold in the not-too-distant future.

Several of the larger stations, with an eye toward the day when features are less abundant, are investigating this type of bulk buying. (More than 100 of the smaller, independent stations throughout the country are already buying through a single purchasing agent.)

Ziv plans to go on with the production of Target, which stars Adolphe Menjou, after the initial 26 episodes.

This was made plain this week by Ziv, following the cancellation of the series in a total of 62 markets. In most markets the cancellation won't take effect until the series has played the full year.

The cancelling advertisers: (1) Olympia Brewing, which has bought Gross-Krasne's Glen-cannon in 47 markets and (2) Drewry's Beer, which starts anew with ITC-TPA's New York Confidential in 17 midwestern markets.

New gimmicks and more ballyhoo are marking this year's premiers of first-run syndicated shows. For instance:

- D-X Sunray Oil has allotted \$10,000 to launch New York Confidential in 55 markets. Biggest kickoff was in Tulsa, and featured two live vaudeville shows and a press luncheon for 500. Similar premiers will be held in 37 different cities.

- San Francisco's Nash dealers and KPIX used the Army's Presidio to introduce Mackenzie's Raiders. Dignitaries and press toured the enormous installation viewing Civil War tableaux and an actual re-creation of a Civil War battle scene.

- Schlitz kicked off Citizen Soldier in Chicago with another large military affair at Fifth Army headquarters. Top Army brass from more than 20 states attended.

MARKETING WEEK

4 OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

A&P's NTA network buy is a major indication that the big chains are getting around to recognizing the importance of "institutional" advertising.

The contract, inked last Friday (26 September), provides for participations in both nighttime and daytime shows. A&P ads will be represented in This Is Alice and Man Without a Gun at night and Tv Hour of Stars before dark. While there will be local cut-ins (price advertising still remains the heart of chain promotion), a substantial number of commercials will be devoted to selling the chain itself. None of the money for the network purchase, it is reported, is from co-op funds, even though the big chains never use up their co-op allowances.

Prime objective of chain stores today is to convince the shopper to do all her buying in one store. The stores create traffic by promoting feature buys, such as meat, then aim to keep the shopper there by hitting the economy angle.

Look for increased promotion next year pushing that second tv set in the home.

A straw in the wind was the presentation to EIA executives of a successful campaign by the Northern California Electrical Bureau built around the slogan, "Tv's more fun when there's another one." EIA put off until December, however, a proposed tv promotion campaign put together by an ad hoc group of ad managers from tv set manufacturers.

Current figure for multiple set homes is certainly in excess of 10%. The last published figure based on a field survey was in NCS No. 2, which reported multiple set homes (in the spring of 1956) were more than 7% of all tv homes.

Most second sets are portables and heavy sales of portables did not get underway until after NCS No. 2. Total portables in use probably number now about 5 million. Rising color set sales are also a factor in the growth of second sets. Total color set homes are now in the neighborhood of 400,000.

Offsetting this, however, is the rising amount of scrappage. Frank Mansfield, director of marketing research for Sylvania, estimates in Television Factbook that about 3 million tv sets were scrapped in 1957.

Here's a new advertising word to mull over.
The word is axiological.

It was introduced at a recent Blue Cross-Blue Shield conference to describe the new ad approach of the Michigan group.

As explained by Louis Graff, director of public relations and advertising for the Michigan Blue Cross-Blue Shield, the approach is one which places emphasis on human values that exist in fact—not interpretation.

"We are still very much interested in why people want to feel secure, but we base our advertising and our public relations on the obvious fact that people want security," Graff said.

The advertising, which stresses benefits rather than unpleasant stories about sickness and accidents, revolves around the theme, "It's wonderful to feel cared for."

Bulk of the Michigan campaign alternates between radio and newspapers, also includes some tv, direct mail and outdoor. Sixty Michigan stations are used by the group.

WASHINGTON WEEK

4 OCTOBER 1958

Copyright 1958

SPONSOR PUBLICATIONS INC.

A leading communications attorney this week offered to bet that the FCC in its present form will not survive the next session of Congress. He had no takers.

Even though the Harris Legislative Oversight subcommittee hasn't been thinking in terms of abolishing the FCC, the Senate Commerce Committee, which has been merely observing the Harris goings-on, had several such suggestions for overhauling the FCC under active consideration this year.

It is considered certain that in light of these revelations something drastic will be done—probably something stronger than adoption of a code of ethics that Harris frequently mentions:

- One commissioner (Richard A. Mack) took large sums of money from an individual interested in several cases before the FCC, even though his vote may have not been swayed.
- A chairman (George C. McConnaughey) claims he received a bribe offer which he didn't report.

- Improper off-the-record approaches to commissioners by contestants for tv channels was the practice and not the exception. (All of which, particularly, has been the key theme running through the probe of Miami's channel 10.)

One suggestion made for cleaning up the situation: **One agency be empowered to decide contested cases and another, to handle the rulemaking.**

The rule making agency would permit the contacts with industry necessary to gain facts on technical matters up for decision. The agency handling contest cases would consist of people on the level of judges, isolated from contacts.

Still another suggestion: **Cut the FCC down to three members.**

Meanwhile the tribulations for Mack and McConnaughey kept mounting.

The week's pot-boiling within the Harris committee hearings and outside included:

- The indictment of Mack and his long-time associate Thurman A. Whiteside by the grand jury investigating the Miami channel 10 case. The indictment boiled down to charges of bribery and accepting bribes.

- An official for one of the applicants for Pittsburgh's channel 4 reported he had heard that McConnaughey had asked \$50,000 from his company and \$20,000 a year for 10 years from a competing applicant. The official's story was found hard to swallow by a Harris investigator because he couldn't name the company man approached.

- McConnaughey's testimony that the same applicant had offered business for the ex-FCC chairman's law firm was taken more seriously. This was denied, but the record remained that, in McConnaughey's own words, he had not reported a bribe attempt and that the company offering the bribe was now a partner in the tv stations which were at issue.

All of which dwarfed the original charges in this case, revolving around McConnaughey's forming a law partnership with counsel representing one of the applicants while the case was still alive and McConnaughey was still FCC chairman.

The FCC told the Appeals Court on Monday that it doesn't have enough evidence to begin hearings on Boston channel 5.

It noted that while the Harris House Commerce Legislative Oversight subcommittee had probed deeply into Miami's channel 10, attention given to Boston's channel 5 had been "cursory."

The Harris group did issue hints about pressures on commissioners and other alleged misdeeds in connection to the award to the Boston Herald-Traveler, but it never backed up any of the hints with facts. The FCC told the Court it had directed its staff to investigate prior to holding hearings.

SPONSOR HEARS

4 OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

It's either a season's commitment at list price or nothing; that's the string on the Perry Como show that RCA's willing to yield because of other network buys. The program's cost per half hour (time and talent): \$151,000.

Videotape is getting a big play from political candidates in the current election campaigns, local tv stations report.

Pre-taping their speeches the same day gives the contenders an opportunity to hit the personal appearance route while the speech is being telecast.

One of the rating services soon will suggest to its competitors that they all get together on a code of fair selling practices.

The keystone of the proposal: Put the sales emphasis on the superior features of the service and refrain from besmudging competitors.

If perfume distributors appear to be putting comparatively less cash on the barrel-head for advertising each successive year, it's because trading-out the product for media has become an ingrained practice of the business.

It's a surefire article for distribution to buyers at Christmas time.

CBS TV has run into some questions from agencies over the formula it's using for opening-night spotlight ads this season.

The gist of the complaints: CBS TV has limited the space to 600-liners, whereas NBC TV is running 'em as high as 1,000 lines.

A New York agency which lost an old-time cleanser account recently has been wiring stations to remit commissions on business placed by the new agency.

What's puzzling to stations: The correspondent's disregard of the fact that stations never handle commission money; it's deducted before payment.

Tang (General Foods' orange powder) has turned out to be not only a sleeper but a threat to the frozen orange-juice industry.

Kids have taken to it with enthusiasm akin to the hula hoop. However, there's no sign yet of Florida Citrus or Sunkist recognition of the newcomer in their copy platforms.

Both stories have been officially denied, but reports persist that top level people at Cities Service and Underwood still haven't dropped the idea of switching their ad accounts.

Esty, the present Underwood incumbent (budget around \$1.5 million) checked, and the version it got was that the client merely was assigning its corporate public relations to Gray & Rogers (a chore worth around \$40,000).

Cities Service (\$3.5 million) has been at Ellington since September, 1947.

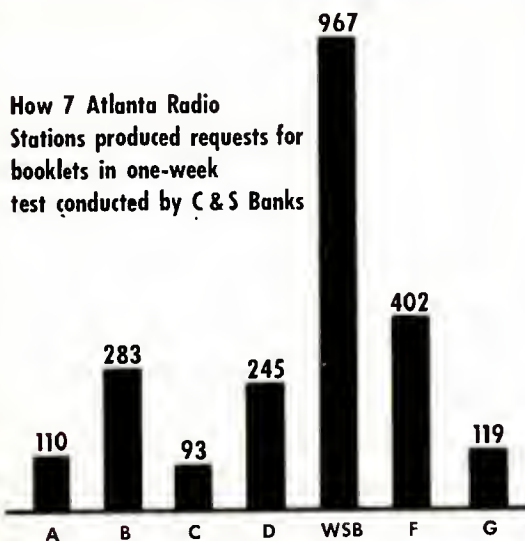
Another rumor verified this week: The Pabst switch of its \$6 million account from Norman, Craig & Kummel to K&E, which handles the Pabst-owned Blatz brand.

in Atlanta nothing gets RESULTS like the WSB radio service

Results of a recent "test run" by the Citizens & Southern Banks of Atlanta are revealing. A scenic booklet was offered listeners of 7 Atlanta radio stations.

WSB Radio accounted for 43.5% of the total 7-station response. This was $2\frac{1}{2}$ times the return of the second station. WSB scored more requests per commercial minute—6 times as many as the second station. WSB's cost-per-request was the most economical—68% less than that on the second station.

Here again is proof that it pays advertisers to go first class in Atlanta. Certainly *your advertising* belongs on WSB Radio.



Analysis of Performance

	A	B	C	D	WSB	F	G
Total number requests	110	283	93	245	967	402	119
Number commercial min. used	16	42	20	20	11	30	24
Requests per commercial min.	6.9	6.7	4.6	12.2	87.9	13.4	4.9
Cost per request	1.15	.44	1.08	.65	.14	.45	2.10

WSB radio

50,000-watt WSB is affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Edw. Petry & Co.

NEWS & IDEA WRAP-UP

ADVERTISERS

Stokely-Van Camp, Inc., one-time big spot customer, is returning to air media.

In a campaign breaking this week in key markets Stokely's PictSweet Frozen Foods and Finest Frozen Foods will use both saturation tv and radio.

Lennen & Newell, Stokely's new agency, is handling the account out of its San Francisco office.

More about campaigns:

- After years of association with *Burns and Allen*, **Carnation** has switched to daytime tv for its Instant Nonfat Dry Milk, via CBS TV's Art Linkletter's *Houseparty*, *The Verdict Is*

Yours and *As The World Turns*. Radio support includes the Linkletter show and spots on the Keystone Network. Both begin at the end of this month.

- **Reynolds Metals Co.** will spearhead a drive for increased use of aluminum in residential and other types of construction throughout October, November and December, via ABC TV's *Walt Disney Presents* and *All Star Golf*. Reynolds will also take part in ABC TV's Operation Daybreak schedule.

- **Koret of California** will use tv as its key advertising media for its spring line of fashions. It will open with tv schedules in 11 key markets, including New York, San Francisco,

Los Angeles, Chicago, San Diego and Denver, with prospects of more markets introduced as the season progresses. Agency: Wyman Advertising.

- **Bay Area Rambler Dealers** begin an intensive campaign, giving the lion's share of the ad budget to tv, via Ziv's *MacKenzie's Raiders* on KPIX and a full schedule of tv spots. Agency: Beaumont & Hohman, San Francisco.

- **Mars, Inc.**, starts this week with its two network, four program tv line-up which nearly doubles last year's campaign. The shows: *Circus Boy* and *Ruff and Ready*, both on NBC TV and *Adventure Time* and *American Bandstand*, both on ABC TV.

Personnel news: **Kenneth White** is the new product manager in the Toilet Articles division of Colgate.

AGENCIES

Gumbinner this week started scouting around for availabilities for a

PICTURE WRAP-UP

Auctioneer's cham is heard by N. Y. agency and network people on four-day tour of eastern North Carolina as guests of WITN, Washington, N. C. Standing (l to r): Jack Hardingham, v.p., Headley-Reed; T. H. Patterson, v.p., and Wm. Bass, a.e., WITN; A. Boswell, sales supvr., Wilson tobacco market; G. E. Broome, sls mgr., W. R. Roberson, Jr., pres., W. E. Barnes, v.p., all from WITN; Ken Goldblatt, a.e., Headley-Reed; Mr. and Mrs. Arthur Johnson, NBC; Gertrude Scanlan, BBDO; Sallie Melvin, NBC; Nat Stone, SSC&B; seated, (l to r) Auctioneer Tom Burton; Carleton Hence, Headley-Reed; Eileen Greer, Ted Bates; Lucien Chimene, JWT; and Ed Kirchner, Ted Bates. The group also toured nearby duPont plant.



To promote traffic safety: The Shell Traffic-cast, a new KYA, San Francisco service, airs road conditions during rush hours. Here, Bartell Group executives visit service station: (l to r) Morton Wagner, executive v.p.; Gerald A. Bartell, president and Lee Bartell, mgn. dir.

Hoooping it up: Hula-Hoopers of all sizes turned out for contest inspired by Chuck Boyles, WKY, Oklahoma City d.j. Altogether 276 kids started—4 hours, 45 minutes later, 11 of them were still spinning



pre-Christmas spot campaign for Bourjois perfume.

The campaign will run between 1 and 20 December.

Bryan Houston, Inc. has come out with a 450-page, 1958 edition of the Major Coverage Study of Media and Markets.

It provides market information and circulation for radio, tv, newspapers, Sunday supplements and magazines in 700 cities located in 153 U.S. counties.

The information for each county includes a list of cities of over 25,000 population, and a list of the tv and radio stations which reach that county with the percent coverage of each from the latest Nielsen Coverage Study.

Data in the 453 counties are shown for 1,363 radio stations and 393 tv stations.

The 1958 Workshop of the Chicago Federated Advertising Club via eight six-week sessions will open during week of 13 October.

A condensed, streamlined program of seminars include subjects of marketing, merchandising, tv and radio.

Emerson Foote, senior v.p. and director of McCann-Erickson, will be the keynote speaker at the kickoff meeting in the Sheraton Hotel.

Agency mergers: Buchanan & Co. into Lennen & Newell, bringing L&N's billing to \$83 million. John Hertz, Jr., formerly president of Buchanan becomes senior v.p. in charge of the Buchanan division of L&N . . . Guild, Baseom & Bonfigli will open an office in Chicago with the purchase of Richard D. Crisp & Associates, a marketing consulting firm. Crisp will be director of marketing for the agency, in charge of the Chicago office. GB&B's billings are at \$12 million.

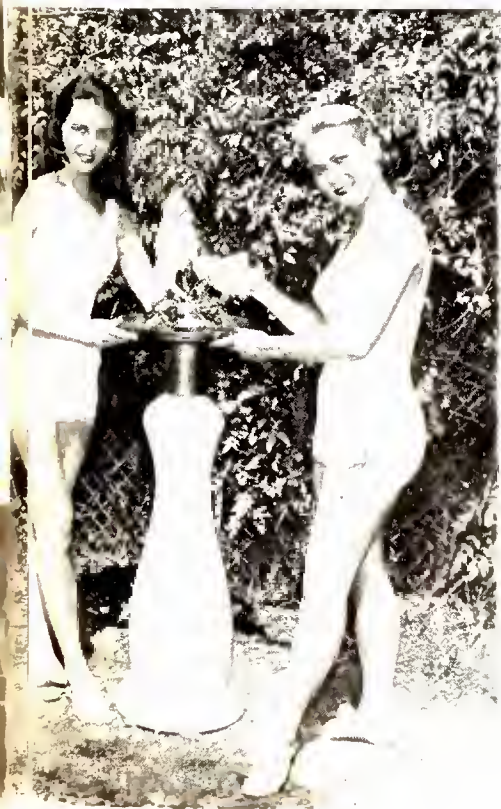
Agency appointments: Bayuk Cigars' John Ruskin and Flor de Melba Brands, to Noble-Dury & Associates, Memphis. N-D will also handle advertising throughout the South for Bay-

uk's complete line, including Phillies, Webster and Tom Moore Brands . . . Sta-White, Inc.'s Italo-American food products, to Ray Barron, Inc., Boston . . . Guaranty Trust Co. of New York, to Compton Advertising, for its institutional and service advertising programs.

New agencies: In St. Louis, Savan and Hammerman Advertising, Inc., handling accounts in the fashion, food, industrial and financial fields . . . In Dallas, Preis, Byland & Preis, Inc., for the food and household fields.

They became v.p.'s: Charles F. Adams appointed executive v.p. of MacManus, John & Adams . . . John E. Martin, copy chief of the Minneapolis office of BBDO, elected a v.p. . . . John C. W. Daly, v.p. at the Los Angeles office of The Caples Co. . . Robert Raidt, to Monroe F. Dreher as v.p. in charge of merchandising and member of the plans board.

Bottled sweetness fills the air at Cypress Gardens by this huge replica perfume bottle spraying a continuous stream of Revlon's Aquamarine Spray Mist. The fountain is maintained by W-GTO as a merchandising promotion. Aquamaids Peggy Glascock (l) and Suzanne Townsend dip hankies in perfume



New affiliation agreement between WREX TV, Rockford, Ill., and CBS TV is approved by (l to r) Louis F. Caster, pres., and Joe Baish, gen. mgr., Greater Rockford Tv. Inc., Ed Bunker, CBS

Congratulations were in order for Howard W. Maschmeier (l) from F. D. Taddei (r), R. W. Clipp, v.p. of the radio tv division, Triangle Publications, Inc., looks on.



Four of a kind dressed in various costumes walked the streets of Pittsburgh to announce arrival of WTAE, the new Channel 4. Theme: "Big TV Comes to Pittsburgh"



More on personnel moves: John Calley, to Ted Bates & Co. as director of new program development in the tv/radio department . . . Harvey Comita, to Kenyon & Eckhardt, Los Angeles, as research manager . . . Don Osten, promoted to media group supervisor and William Lahrmann, Jr., to chief space buyer at Gardner . . . Don Wallace, to the Chicago office of Clinton E. Frank, Inc., as tv and copy supervisor . . . Connie Barber, to the radio/tv department of Hicks & Greist.

ASSOCIATIONS

On the eve of the NLRB hearing in New York, AFTRA and SAG continued the fight for jurisdiction of taped commercials.

Claimed AFTRA:

The Guild is firmly opposed to merger in any form or to joint negotiation and joint administration of contracts in the field of video tape commercials. AFTRA feels that some form of merger, either total or partial, is inevitable.

Countered SAG:

AFTRA is seeking to gain control of actors in tv motion pictures, and because of this, the Guild cannot do business with them. SAG states, with confidence, that the NLRB will find that acting work done in motion pictures—whether by mechanics of film, tape, or any other device—should remain under the autonomous control of motion picture actors.

RAB is sending a brochure to member stations dubbed "Win The Election With Radio Advertising."

The subject: How political candidates can better their chances of winning the election through radio advertising.

The RAB promotion piece points out that radio is the most effective and economical way to reach voters.

An update of the Broadcaster's calendar for the week:

9-10 Oct.: Central 4A's regional an-

nual meeting, Drake Hotel, Chicago.

9-10 Oct.: North Carolina Assn. of Broadcasters, Sedgefield Inn, Greensboro.

10-11 Oct.: Alabama Assn. of Broadcasters, Stafford Hotel, Tuscaloosa.

10-11 Oct.: Mutual Advertising Agency Network fourth-quarterly business meeting-workshop, Bismark Hotel, Chicago.

10-12 Oct., AWRT Heart of America Conference, Kansas City, Mo.

Strictly personnel: Harry Ward, formerly with NBC in Chicago, appointed assistant director of Tv Code affairs for the NAB . . . John Sheehan replaces Halsey Barrett as director of national sales at TvB.

NETWORKS

Gulf and Texaco were shopping among the tv networks this week for packages.

Gulf has under option a monthly 1-hour show, *Man of the Hour*, on CBS TV; program cost: around \$150,000.

Gulf was on last season with *Life of Riley*, while Texaco limited itself network-wise to a special.

Tang, the General Foods orange juice powder that's had a quick sales take-off, has moved into alternate sponsorship of the Bob Cummings show (NBC TV).

The buy is for the 4th quarter.

Business: CBS Radio's contracts this week included Delco Batteries (Campbell-Ewald) and Mentholum (JWT).

Delco renewed Lowell Thomas with the News and Mentholum bought five weekly 5-minute units of CBS Radio's daytime dramatic series for 13 weeks.

Personnel: Publisher David W. Hearst and MBS executive v.p. Blair A. Walliser have been named directors of the Mutual Broadcasting System. This raises the number of board members to 11.

FILM

Michael M. (Mickey) Sillerman has resigned from ITC-TPA following formal acquisition of TPA this week.

The executive vice-president of TPA terminated his contract with the merged company even though it had over a year to run.

Sillerman's plans are still indefinite.

YOUR BUSINESS WILL BE UP if you read SPONSOR's 12th annual FALL FACTS BASICS

38 pages on Marketing with 15 pages of BASICS charts
86 pages on Radio with 15 pages of BASICS charts
78 pages on Television with 18 pages of BASICS charts
17 pages on Film with four pages of BASICS charts

Reprints of popular BASICS charts sections:

	1 to 9	35 cents each
16 pages on Marketing	10 to 49	25 cents each
	50 to 99	20 cents each
16 pages on Radio	100 to 499	15 cents each
	500 to 999	12½ cents each
24 pages on Tv and Film	1,000 or more	10 cents each

Prices include postage

Readers' Service, SPONSOR, 40 E. 49 St., New York 17, N. Y.

Please send me the following reprints:

Check or cash enclosed Bill me

Section	Quantity desired	Unit price	Total amount
---------	------------------	------------	--------------

Marketing

Radio

Television-Film

Full copy of Fall Facts BASICS \$1

Name

Company

Address



"GEE! THIS COFFEE SMELLS GOOD!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with

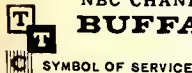
WGN-TV
Channel 9—Chicago



America's No. 1 Network, NBC, and Buffalo's No. 1 station, WGR-TV, have joined forces to offer advertisers and viewers the best in TV in the nation's 14th market.

• **Top NBC-TV Network Programming**
... A huge, untapped audience will now see, for the first time, Dinah Shore, Perry Como, Bob Hope, Milton Berle, and many others. Also available are NBC color, NBC specials, NBC public service... because NBC is now VHF in Buffalo. Contact Peters, Griffin and Woodward for availabilities on WGR-TV—now NBC!

WGR-TV
NBC CHANNEL 2
BUFFALO



A TRANSCONTINENT STATION
WROC-TV, Rochester, N. Y. • WSWA, WSWA-TV, Harrisonburg, Va.
WGR, WGR-TV, Buffalo • WNEP-TV, Scranton/Wilkes-Barre.

Sales:

Twenty new sales, including two regionals, bring the total market tally for CBS Film's *Colonel Flack* to 80.

The two regionals are: (1) Old Heidelberg Beer, 9 northwestern markets, and (2) Pacific Gas & Electric, 7 California markets. The four single market sales include one to Colgate-Palmolive Company, and one to Standard Oil of California.

In all 80% of *Colonel Flack's* sales have been directed to advertisers.

Six new sales this week marked CBS News Film's fifth anniversary.

New subscribers include WWL-TV, New Orleans; WEHT-TV, Evansville; KCRA-TV, Sacramento; WLOS-TV, Asheville; KPIX-TV, San Francisco; and YVKA-TV, Caracas.

There are now a total of 110 stations and networks in the U. S. and 20 foreign countries subscribing to the series.

Renew Series: Four Star Films is readying a new western series for January production. Title will be *Lawgun*.

• MCA-TV made its 7th sale on the Paramount package this week. KMOX-TV, St. Louis, bought the entire package.

• Heileman's Brewery has renewed Ziv's *Sea Hunt* in five markets.

The markets: Chicago, Wausau, La Cross, Madison, and Green Bay.

• American Tobacco (SSC&B) has bought alternate weeks of CNP's *Flight* and Official's *Decoy* on WPIX, New York. Buy is for Pali Mall.

Block programing: WPIX, New York's heaviest syndicated film programmer, has instituted a Block-night programing plan of its shows.

The plan calls for the scheduling each night of programs of similar types and appeal, designed to attract and hold a given audience for an entire evening. For instance:

• Monday night is *adventure night*, will feature *Flight*, CBS Film's *Whirlybirds*, *Navy Log*, NTA's *Man Without a Gun*, etc.

• Tuesday will be turned over to series on *sports*.

• Wednesday, *mystery night*, will highlight police action series, such as *Decoy* and Ziv's *Highway Patrol*.

Other nights will be devoted to *comedy night*, *drama night*, *movie night* and *family night*.



It's Simply a Matter of Dollars!

If you added together all the money spent last year by all the people in Cincinnati, New Orleans, and Charlotte, N. C., you would just about reach the whopping total of \$2.5 billion spent by people covered by WOWO, the 37th Radio Market.

If you're buying top radio markets, you must include...

WOWO 50,000 WATTS
37th U.S. Radio Market*
FORT WAYNE, IND. Represented by PGW

WESTINGHOUSE BROADCASTING COMPANY, INC.

*Broadcasting, December 16, 1957

Call off the Hidden Persuaders!

by
Archie S. Grinalds, Jr.
Sales Manager,
WDIA



It didn't take the Hidden Persuaders and Motivation Research boys to discover: **THE MEMPHIS MARKET IS DIFFERENT!** The fact is, Negroes, who make up over 10% of the Memphis market area, are a big buying force in this area! And before it buys, the Memphis Negro market *listens*—to WDIA!

There are 1,237,686 Negroes in WDIA's listening pattern. Almost one-tenth of the nation's total Negro population! This big buying audience earned \$616,291,100 last year. And spent 80% of this overwhelming total on consumer goods!

WDIA's year-round national advertisers include: **LUCKY STRIKE CIGARETTES . . . BLUE PLATE FOODS . . . BRISTOL-MYERS COMPANY . . . KROGER STORES . . . LEVER BROTHERS.**

IT'S A LOYAL MARKET!

Memphis Negroes listen most to WDIA! In the March-April 1958 Nielsen Station Index, Sunday-Saturday, WDIA totaled an overwhelming 52% more rating points than the next-rated station! Here's how they ranked:

Station	Total Rating Points
WDIA	528.2
Sta. B	337.1
Sta. C	284.1
Sta. D	278.8
Sta. E	137.4
Sta. F	101.3
Sta. G	74.1

We'd like to show you how WDIA can be a high-powered selling force for you in this great and growing market. Why not write us today for facts and figures?

WDIA is represented nationally
by John E. Pearson Company

EGMONT SONDERLING, President
BERT FERGUSON, Exec. Vice-President

To date, 51 new national advertisers have bought time under the new concept, representing more than \$2 million in sales.

Moved: The syndicated TV spot division of Fred Niles Productions has moved from its Hollywood location.

Division will now be located in the company's Chicago headquarters.

Meeting: Film Producers Asso. will hold its fall showcase meeting in New York next week.

Conference will highlight screenings of outstanding films for industry, education, tv and government.

Strictly personnel: Philip Frank, to MGM-TV as New York account executive in its commercial and industrial film division . . . **George G. Gallantz**, corporation lawyer for Paramount's tv interests, has resigned to set up his own practice.

Screen Gems has added three new sales reps. They are: **Charles Mason**, to the southern division; **Ralph Mitchell** and **Robert Kraus**, both to the Central Division.

REPS

Top echelon changes at Blair-Tv:

Harry Smart, Chicago sales manager, promoted to v.p. and Chicago manager; **John W. Davis**, a v.p., named as sales development manager for the Chicago area.

In San Francisco, **Edward Smith**, general manager of KOVR-TV, Sacramento-Stockton, named manager of the West coast office.

Other personnel changes: **John Hartigan**, named midwestern sales manager of Broadcast Time Sales . . . **Bob Gilman**, to the New York sales staff of H-R Tv, Inc. . . . **Paul Murray**, account executive at the New York staff of McGavren-Quinn . . . **Joseph Dowling**, named assistant promotion manager of CBS Tv Spot Sales.

RESEARCH

Trendex has decided to move into the local rating field on a continuing basis, via local tv rating reports.

These Trendex City Reports will be divided into two sections:

1) report on the amount and distribution of the tv audience, station by station and program by program.



"GEE! THIS CLEANER'S A WHIZ!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with

WGN-TV
Channel 9—Chicago

VALUABLE

New TV Survey Free

A new 16-page report—result of a survey of 529 TV station film directors — tells how stations use public relations films from industry . . . how much free time they give them . . . time lengths they insist on . . . why they reject many films . . . verbatim comments on how to make your next film better. For your free copy write Modern Talking Picture Service, Mktg. Dept. 3 E. 54th St., N. Y. 22, N. Y.

2) report dealing exclusively with "Brand Share of the Market" indexes covering 20 brand categories.

Trendex, continuing with its telephone technique, will produce reports in 50 cities for 1958, and will add more next year.

Network tv continues to attract more viewers, according to TvB's January-August report.

The first eight months, 1958, show a 9% increase in average evening program audiences and a 13% jump in average daytime audience.

Furthermore, average weekday daytime programs reached 389,000 more homes per broadcast than in 1957; and the average increase for evening programs was 689,000 homes.

Here's how the trend of network tv program audiences for January-August of each year looks:

AVER. EVE. SHOW (NO. PROGRAMS)	RATING (PSB)	HOMES (ADD 000)
1955 (134)	20.8%	5,755
1956 (131)	21.5	6,790
1957 (122)	22.1	8,093
1958 (124)	21.8	8,782

*Nielsen Total Audience basis.

I DON'T WANT JUST A JOB!

... I want a "position" as a Promotion Executive.

Heavy Radio-TV experience ranging from Local to National Sales Development, Advertising, Promotion, Merchandising and Exploitation in Network Radio, Local & Network TV, Film Syndication and Ad Agency business.

Currently in NYC, but willing to make move for long range opportunity.

Excellent references.

For details contact

Box 21

SPONSOR

Thisa and Data: The Pulse, Inc. is holding its 17th annual luncheon at the Plaza, New York, on 20 October, with guest speaker, Bob Hope . . . A. C. Nielsen moved to new and larger quarters at 575 Lexington Ave., New York.

Strictly personnel: Wallace Kamens has joined the Center for Research in Marketing, New York, as v.p. . . . **Richard M. Doub**, appointed associate director of research, A. C. Nielsen . . . **Ed Walzer**, named director of communications for the National Consumer Panel division of Market Research Corp. of America.

RADIO STATIONS

Eighty-two out of every 100 spot radio commercials aired today are one minute in length.

So reports RAB after a survey to determine the popularity of various length commercials among spot radio advertisers.

RAB's basis: time purchases made by more than 1100 brand advertisers during the second quarter, 1958.

The findings:

- 82.3% of the announcements bought by spot radio clients were 60-second.
- 6.2% were 10-second.
- 5.6% were less than 10-seconds.
- 3.3% were 20-second.
- 2.6% were 30-second.

Top executives of the Balaban stations met, last weekend, for a management conference, to hear panel discussions by:

Robert Eastman, president, Robert E. Eastman & Co.; J. Liener Temerlin, v.p., Glenn Advertising, Dallas; and Noel Digby, of Gardner, St. Louis.

Station purchase: Allan W. Roberts, executive v.p. of the Southern Division for Tarlow Associates, announces that the organization has assumed control of WWOK, Charlotte, N. C.

Covering the news: The Triangle Stations have sent veteran news reporter John Raleigh, of WFIL, Philadelphia, to Formosa to begin direct on-the-scene reports for the group. (For more on Radio covering the news, see page 29.) . . . **KXOX**, St. Louis, is continuing with its "radio-torial" policy—this week, an appeal

\$	0.35Gr E
\$	0.55Gr E
\$	0.35Gr E
\$	1.37Gr E
\$	0.55Gr E
\$	0.31Gr E
\$	0.40Gr E
\$	2.24Gr E
\$	0.29Gr E
\$	0.21Gr E
\$	0.79Gr E
\$	0.45Gr E
\$	0.45Gr E
\$	0.15Gr E
\$	0.29Gr E
\$	0.21Gr E
\$	0.20Gr E
\$	1.50Gr E
\$	0.99Gr E
\$	0.99Gr E

It's Simply a Matter of Sales!

Retail sales in metropolitan Fort Wayne totaled \$281,916,000 in 1957. Retail sales in the area blanketed by WOWO, the 37th Radio Market, totaled over \$2.5 billion, nine times as much!

If you're buying top radio markets, you must include . . .

WOWO 50,000 WATTS
37th U.S. Radio Market*
FORT WAYNE, IND. Represented by PGW

WESTINGHOUSE BROADCASTING COMPANY, INC.

*Broadcasting, December 16, 1957

1ST!

**WITH OVER—
44%
HOOPER RATING**

**AND
HERE'S WHY!**

NEWS
THAT'S IMMEDIATE
AND ACCURATE!

MUSIC
THAT YOUR CUSTOMERS
WANT TO HEAR!

**COMMUNITY
SERVICE**
THAT'S DEPENDABLE!

Iowa's number one station should be your number one consideration. Buy the station that has more audience than four other Des Moines radio stations combined, according to both Pulse and Hooper. Buy the station that gives you the MOST — **THE NEW KIOA.**



KIOA

940 KC. • DES MOINES
JIM DOWELL, V. P. and GEN. MGR

A PUBLIC RADIO CORP. STATION
LESTER KAMIN, PRESIDENT

**THE NEW
KIOA**
1st IN
DES MOINES

**THE NEW
KAKC**
1st IN
TULSA

Get the Low Cost Per Thousand Facts From
WEED RADIO CORP.

to the Board of Education about the need for a new municipal stadium.

Ideas at work:

- **WTOP**, Washington, embarked on a safety campaign for bicycle riders. Announcements on bicycle safety—some to the tune of "Daisy," are aired regularly.

- **WBAL**, Baltimore is mailing a promotional series of "from zoo to you" animal pieces. The first: A giraff, called a 'rubber neckus-Newzus'—a long necked news getter scampering all over the world for news stories.

- D.j.'s at **WCPO**, Cincinnati, have launched a contest glorifying the working gals. The three office girls submitting the best letters on why they need a day off will get just that—plus a day on the town and an appearance on tv. The station will hire replacements for the girls on their day-off.

Anniversaries: **WIRE**, Indianapolis, awarded an NBC plaque to celebrate its 25th year of affiliation with the network . . . **WKST**, New Castle, Pa. will mark its 20th year of broadcasting this month . . . **KXOX**, St. Louis, also celebrating its 20th anniversary this week.

Kudos: **WNAR**, Norristown, Pa., presented with the annual "Commonwealth of Pa. Highway Safety Award" by Gov. Leader . . . **Orville Rennie**, promotion manager, **KOA**, Denver, named coordinator of radio/tv network program opportunities for the 1959 Colorado "Rush To The Rockies" Centennial.

Personnel and programing changes: **WMBR**, Jacksonville, recently purchased by **WWDC**, Washington, has initiated a stepped-up radio operation coupling CBS programing with increased local news coverage, local programing and public service broadcasts.

Sidney L. Beighley, Jr. has been named v.p. and general manager of the station.

They were promoted: **Rollins Broadcasting Corp.** have appointed these general managers v.p.s of their respective stations:

Hal Walton, **WNJR**, Newark; **Robert Lyons**, **KATZ**, St. Louis; **Arnold Johnson**, **WGEE**, Indianapolis; **Paul von Hagel**, **WRAP**, Norfolk; **Charles Stone**, **WAMS**, Wilmington; **Charles Maillet**, **WJWL**, Georgetown

and **George BarenBregge**, **WPTZ-TV**, Plattsburgh, N. Y.

People on the move: **Maurie Webster**, named general manager, **KCBS**, San Francisco . . . **Jerry Glaser**, general manager, **WENO**, Madison, Tenn. . . **Hugh K. Boice, Jr.**, currently a v.p. and director, has been appointed general manager of **KWK Radio, Inc.**, St. Louis. He will also continue as v.p. and general manager of **WEMP**, Milwaukee . . . **Lee Ehrlich**, commercial manager, **WTRY**, Troy . . . **David Mattis**, assistant manager, **WDIA**, Memphis . . . **Richard Klaus**, becomes program director, **WGBS**, Miami.

TV STATIONS

There are more tv sets in American homes today than there are telephones or bathtubs.

So reports the 27th semi-annual edition of Tv Fact book published by Tv Digest.

The figures:

- 42.4 million U. S. homes or 84% of the total have one or more tv sets. (About 39 million homes have telephones; 41.5 million have bathtubs.)

12 COUNTY INLAND WASHINGTON

POPULATION: 439,000*

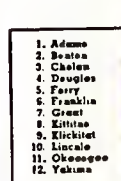
**EFFECTIVE BUYING
INCOME: \$748,540,000***

A distinct and separate market from Seattle's coastal region, and Spokane's Inland Empire.

INLAND WASHINGTON

*Source: Sales Management, May 10
"Survey of Buying Power"

KPQ
WENATCHEE



Natl Reps.
Ferjee & Co.

Seattle & Portland
Art Moore & Assoc.
Phone NO 3-5121 Wenatchee

Natl Sales
Pat O'Halloran

KPQ WENATCHEE
WASHINGTON
5000 W - 560 KC

THE OLD WEST LIVES AGAIN...

AT

EL RANCHO VEGAS



Las Vegas, Nev.—Dudley 2-1300

INDIVIDUAL BUNGALOWS ON 66 SPACIOUS
ACRES DEDICATED TO YOUR MODERN COMFORT
BUT STRESSING WESTERN ATMOSPHERE.

...the world famous OPERA HOUSE THEATRE
RESTAURANT presents nightly the greatest names
in show business in lavish productions reminis-
cent of the exuberant Frontier Days.

Phone Direct for Reservations

New York San Francisco Los Angeles
Longacre 3-6149 YUKON 2-7105 BRadshaw 2-3366
Beverly Hills Chicago Miami Beach
BRadshaw 2-3366 MOhawk 4-0111 Jefferson 8-0591

FIRST
IN
VIRGINIA



ROANOKE AGAIN THE
NUMBER ONE TELEVISION MARKET.

When you buy Virginia's number one TV
market, buy the quality station.

According to NCS No. 3, WSLs-TV has 13%
more daily viewers than the other TV station
in Roanoke.

(Daytime Daily—139,720 TV homes)
(Nighttime Daily—167,680 TV homes)

*ARE shows WSLs-TV's total share of audi-
ence in excess of 50% sign-on to sign-off.

sign on to 6:00 P. M.
and
6:00 P. M. to sign-off.

*Roanoke ARE: One week—four week
Nov., Dec., Feb., Mar.

WSLS-TV
ROANOKE, VA.

Represented nationally by Avery-Knebel, Inc.

• 58.5 million tv receivers in all
have been sold in this country in the
12-year life span of the tv industry.

• 47.5 million of these sets are still
in use, including multiple sets in homes
and sets in public places.

A. James Ebel, general manager and
Lester C. Rau, general sales manager
of KOLN-TV, Lincoln, played host to
357 agency and advertiser executives
at a presentation luncheon in New
York.

The presentation: slide and sound
film outlining the Lincolnland market
in terms of NCS#3 data.

New tv station: The transmitter is
now completed for KTVE, serving
South Arkansas, North Louisiana and
West Mississippi. Air date: 1 Novem-
ber. **Station purchase:** KVSO-TV,
Ardmore, Okla., by Bill Hoover, presi-
dent and general manager of K TEN-
TV, Ada, for \$160,000.

Ideas at work:

• WSB-TV, Atlanta, is celebrating
its 10th year of telecasting with a mam-
moth parade previewing the fall sea-
son and featuring special attractions
ranging from visiting celebrities to
Huskie dogs from the 49th State.

• Now that school has started, both
radio and tv stations are promoting
bicycle safety (See Ideas—Radio Sta-
tions.). Each week, WJBK-TV, De-
troit, will award a bike to the outstand-
ing safety patrol boy or girl, deter-
mined by the Board of Education and
the traffic safety division of the Detroit
police department.

Kudos: The Jefferson Standard
Broadcasting Co. (WBT, WBTW, Flo-
rence) received three awards from the Ameri-
can Red Cross, for participation in the
"Blood Bank Credit Plan" and promo-
tional efforts in behalf of the Red
Cross Blood Program.

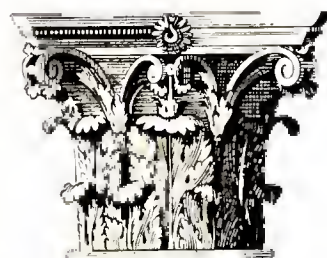
Station staffers: James Richdale,
Jr., appointed v.p. and general man-
ager, KGUL-TV, Houston . . . Mark
Wodlinger joins Community Telecast-
ing Corp., applicant for Channel 8 in
the Quincy City Area, as executive v.p.
and general manager . . . Howard
Maschmeier, named assistant general
manager of Triangle's WNHC-TV,
Hartford-New Haven . . . Lawrence
Carino, general sales manager, WWL-
TV, New Orleans.

Programmed
all day long
to an adult
buying audience

WISH Indianapolis

CBS

Represented by Bolling



A CORINTHIAN STATION

KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis



"GEE!

I LIKE THIS GUM!"

WGN-TV commercials get results
because WGN-TV programming
keeps folks watching. For proof,
let our specialists fill you in on
some WGN-TV case histories and
discuss your sales problems.

Put "GEE" in your Chicago sales with

WGN-TV

Channel 9—Chicago

MORE
radio homes at the
LOWEST
cost per home
of any station in the
Heart of Florida

NCS 2



24-hour service to the Suncoast

WSUN Radio

St. Petersburg-Tampa

Represented by VENARD, RINTOUL &
McCONNELL

Southeastern: JAMES S. AYERS



**"GEE! THIS BEER
REALLY TASTES LIKE BEER!"**

WGN-TV commercials get results
because WGN-TV programming
keeps folks watching. For proof,
let our specialists fill you in on
some WGN-TV case histories and
discuss your sales problems.

Put "GEE!" in your Chicago sales with

WGN-TV

Channel 9—Chicago

Tv and radio NEWSMAKERS



Ernie Tannen has been appointed managing director of Kluge radio stations. Under his direction will be WGAY, Washington, D. C., WEEP, Pittsburgh; WKDA, Nashville; WINE, Buffalo; KNOX, Ft. Worth-Dallas; and WSRS, Cleveland (pending FCC approval). While he was at WILY (now WEEP), Tannen proposed that the station's format, which had been

aimed primarily at the Negro market, he changed to include the general community. This was a radio first. Never before had a Negro market station been converted to general market programming. The unorthodox move was heralded in a feature story in *Time* magazine, and the new WEEP soon became one of the top three stations in Pittsburgh. Tannen's broadcast career began with WGAY, Silver Spring, Md. when he joined them on opening day, 7 Dec., 1946.

Reid G. Chapman has been named vice president and general manager of WANE, WANE-TV, Fort Wayne, Ind. For the past three years Chapman has been general manager of WANE radio. Formerly he was associated with WISH and WISH-TV, Indianapolis where he held positions as announcer, disk jockey, salesman, program director and promotion director. Prior to joining WISH he was with WAOV, Vincennes and WHOT, South Bend. Chapman in his new post at the WANE stations, succeeds R. Morris Pierce who has been called to direct the Navy's new two million watt radio installation at Culler, Me. The installation has been called "the world's most powerful radio station" and should be capable of being received by U. S. Navy ships anywhere in the world.



Harry Smart recently was promoted to vice president and Chicago manager of Blair TV. Smart won wide recognition last spring for leading the coordinated effort by station representatives which convinced the Kellogg Co. to put its 7 million tv budget on a spot basis. Before joining Blair, he was associated with Dancer-Fitzgerald-Sample where he worked in broadcast analysis, media and merchandising. His association with Blair TV dates back to May 1949 when the Blair office was the first exclusive television representative in Chicago. During World War II, Smart served with the Army Ground Forces and Infantry in both the European and Pacific theaters of operation. He attended the University of Rochester, N. Y. and was graduated in economics and business administration.

YOUR FALL - WINTER SPOT BUSINESS WILL BE UP

because you'll get more of it if you read
SPONSOR's new 12th annual

FALL FACTS BASICS

38 pages on **Marketing** with 15 pages of BASICS charts

86 pages on **Radio** with 15 pages of BASICS charts

78 pages on **Television** with 18 pages of BASICS charts

17 pages on **Film** with four pages of BASICS charts

Full copies of Fall Facts BASICS available for \$1

Reprints of the popular BASICS charts sections:

	1 TO 9	35 cents each
16 pages on Marketing	10 TO 49	25 cents each
16 pages on Radio	50 TO 99	20 cents each
24 pages on Tv and Film	100 TO 499	15 cents each
	500 TO 999	12½ cents each
	1,000 OR MORE	10 cents each

Prices include postage

For fast delivery, use the coupon below:

Readers' Service, SPONSOR, 40 E. 49 St., New York 17, N. Y.

Please send me the following reprints from Fall Facts BASICS.

Check or cash enclosed Bill me

Section	Quantity desired	Unit price	Total amount
Marketing
Radio
Television-Film

Full copy of Fall Facts BASICS—\$1

Name

Company

Address

SPONSOR SPEAKS

Tv's irresponsible critics

The usually reliable *New York Times* provided the industry with another example of regrettably cheap tv criticism in an editorial on 23 September.

Said the *Times*: "Few thoughtful persons will deny that television has sunk into a malodorous quagmire . . . Good programs, that might have intellectual appeal, are being swamped by commercials . . . Good masters of ceremonies get on the soap box for patent medicines. Any program, no matter how valuable, can be interrupted without warning for advertisements that most self-respecting publications would reject out of hand."

Ordinarily we admire the *Times* very much. But we cannot help pointing out that these are not the comments of a fair, factual, intelligent or honorable man. They are hysterical, exaggerated, unreasonable and irresponsible.

It is simply not true that tv programs of intellectual appeal are "swamped with commercials." Many of tv's most intelligent shows, such as *Camera Three* and the *Open Mind* are wholly unsponsored. And the commercial handling on such literate offerings as *Omnibus*, *Hallmark Hall of Fame*, *Meet the Press*, and *DuPont's Show of the Month*, cannot seriously be questioned by any reasonable observer.

Nor is it true that tv, as a whole, accepts advertising that "most self-respecting publications would reject out of hand." We challenge the *Times* to name five newspapers or magazines of significant circulation whose standards are higher than those set by leading tv networks and stations.

Finally, who are those good m.c.s who "step on the soap-box for patent medicines?" Is the *Times* weeping in its beer for Hal March, Jack Barry, Bud Collyer? And if so, why?

There is much in tv that deserves honest criticism and correction. But we in the industry have a right to insist that our critics stand and deliver like men—not exaggerate and befuddle the issues like frantic and frightened old women.



THIS WE FIGHT FOR: *A courageous industry. One that will listen to honest criticism, take it to heart, and act on it when it is justified. But also an industry that will strike back hard when it is unfairly and unreasonably attacked.*

10-SECOND SPOTS

High fashion: A Madison Avenue wag has advanced the following as a reason for the move of H-R Representatives to the new Seagram Building: "They like the charcoal-gray windows."

Snakey: A blacksnake climbed a pole in a Maryland suburb of Washington, D. C., and blew out the premiere of a stereo show at WGMS. *Proving that, in broadcasting, a snake on a pole is worse than one in the grass.*

Pathetique: A rep's lament, overheard in New York's Gaston Restaurant: "When billings are up, you've got a great station; when billings are down, you've got a lousy rep."

Spotting: At recent CBS TV presentation at Toots Shor's, 49 gal reporters (one from each state of the Union) were on hand as guests. During the proceedings, word leaked out that 48 of them were married, whereupon a Newark newspaperman rushed over to the girls' table, demanded to know which one wasn't hitched. "That's easy," replied Mrs. Iowa, "the one in the plunging neckline."

His/Hers: An adgal who was on the recent WITN, Washington, N. C., junket that included a yacht cruise reports she was baffled on her first trip to the head to find all towels marked "Mistress." She was about to ask host Bill Roberson why there were no towels for "Master," when she learned the name of the yacht was "The Mistress."

Herbiverous: Eileen Greer, Ted Bates timebuyer who buys for Colgate, raises herbs on her Manhattan apartment terrace and snips some for omelette first thing every morning. *First thing after brushing her teeth with Colgate, we trust.*

Headline: From *N. Y. Times*—
WRONG TAPE USED
ON WCBS SERIES

Another first for videotape!

Impassive: From a release for ABC TV *Roller Derby*—"Because of his hard play, Gene has broken just about every bone in his body, including two arms, a wrist, three toes, one leg, one shoulder rib, a collarbone and a nose. and has also suffered a brain concussion. Over a 10-year period, Gene held the impressive record of being passed, for less points than any other skater in Roller Derby history." *Yeah, but you ought to see the other guy who tried to pass him!*

WHAS-TV LOUISVILLE

IF IT IS **BIG**
AND **IMPORTANT,**
IT'S ON **WHAS-TV**

50,000 youngsters,
57,000 adults have
attended T-BAR-V,
Louisville's **ONLY**
kid show with
LIVE, DAILY AUDIENCES



50,000 youngsters, escorted by 57,000 adults is a lot of participation. T-BAR-V skillfully interweaves educational, health and safety subjects with songs, cartoons and games to the benefit of the small fry and sheer delight of parents. Indication of the show's drawing power is that ticket requests are received five months in advance.

Like other WHAS-TV produced programs, T-BAR-V's demonstrated concern for the community has gained the respect and confidence of huge, loyal audiences and long-term clients. It's **IMPORTANT** that constructive entertainment be presented for children. And when **BIG** and **IMPORTANT** programs are produced in Louisville, they're found on WHAS-TV.

Your Advertising Deserves WHAS-TV Attention . . .
with the **ADDED IMPACT OF PROGRAMMING OF CHARACTER!**



WHAS-TV
Fishie
Foremost In Service
Best In Entertainment



WHAS-TV CHANNEL 11, LOUISVILLE
316,000 WATTS — CBS-TV NETWORK
Victor A. Sholis, Director
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

**KFMB-TV
SENDS
MORE
PEOPLE
AWAY FROM
HOME
(TO BUY)
THAN
ANYTHING
!**

SAN DIEGO,
America's newest
boomtown, ranked
FIFTH nationally
in building
construction for the
first four months
of 1958, according to
figures released
by Dun & Bradstreet.
(And, for a brief
period of glory,
San Diego actually
ranked **FOURTH**
nationally for the first
two months of the
year.) Only New York,
Los Angeles,
Chicago and Houston
topped the bustling
San Diego market.
San Diego is
building more and
more homes for more
and more people
with more and more
money to spend.
Furthermore,
all these people own
more and more
television sets and
see more and more of
your messages
on **KFMB-TV.** (29 of
the top 30 television
shows seen in
San Diego are seen
on **KFMB-TV.**)



KFMB  **TV**
REPRESENTED BY
Edward Petry & Co., Inc. **SAN DIEGO**